

MEDICAL INFORMATION CENTRE  
WELLCOME FOUNDATION  
183, Euston Road,  
LONDON, N.W.1.



WITH THE EDITOR'S  
COMPLIMENTS.

ISS. PAGE VOL. 106 NO. 10 FEB 1969

C & D

24 FEB 1969

# CHEMIST AND DRUGGIST

FEBRUARY 22 1969



**DDSA suppliers of pharmaceutical preparations  
(BP and BPC) direct to the Retail Chemist**

For details and samples (Home and Export) write to DDSA 310 Old Brompton Rd. London SW5. Telephone 01-373 7884.





**YOU CAN TELL  
A RELIABLE  
COMPANY BY  
THE CUSTOMERS  
IT KEEPS**

Many of the nation's leading drug houses retain May & Baker as a chief supplier of pharmaceutical chemicals. Several of these firms were established customers before the turn of the century and have continued to utilise May & Baker bulk chemicals in their manufacturing processes up to the present day. They engage our services year after year because they can be sure of receiving high quality chemicals every time. Chemicals manufactured under the most stringent controls to meet exacting standards of purity, therapeutic activity and dependability.

**MAY & BAKER Pharmaceutical Chemicals**

May & Baker Ltd Dagenham Essex Tel. 01-592 3060 Exts. 317 and 318

# **IMPORTANT ANNOUNCEMENT**

---

## **SIMBIX SLIMMERS BISCUITS**

CUSSONS SONS & COMPANY LIMITED

wish to announce that with effect from

12th February, 1969

Simbix Slimmers Biscuits will be sold  
and distributed by Ashe Laboratories Limited.



All orders should now be sent to  
Ashe Laboratories Limited, Ashetree Works,  
Kingston Road, Leatherhead, Surrey.

---

**Cussons Sons & Company Limited and Ashe Laboratories  
Limited are making all possible arrangements to ensure a  
smooth transition and to avoid any break in continuity of  
supplies.**



## Umdasch system gives perfect background for selling in new Stockport CO-OP store



### Umdasch

## SHOPFITTING SYSTEM

**could easily solve your merchandising problems too!**

The use of the UMDASCH modular shopfitting system in the various departments of the new Stockport Co-operative Society's store, provides an excellent example of the outstanding adaptability of the system to a wide variety of merchandising situations.

Free standing, fully adjustable frames, permit great flexibility in the interchange of all components. The wide choice of materials and finishes allows maximum freedom to create colourful imaginative and

individual schemes, which can easily and quickly be modified or extended as required.

The system is extremely economical in price as well as reducing installation time and labour costs to a minimum and is backed by the experience and resources of the Arthur Wardle Group.

Even if you have no immediate plans, make sure you know all about the UMDASCH SHOPFITTING SYSTEM now.

Please send catalogue and detail sheets

Name

Position/Occupation

Business address

Telephone number

CD 2

Enjoy a visit to the modern Umdasch showroom and design offices.

Technical representatives are available to discuss the Umdasch system in greater detail. Write or telephone

**Arthur Wardle | shopfitters | Ltd.**  
**Umdasch Division**  
**Ayres Road**  
**Manchester 16**  
**Tel: 061-872 4879**



# As a travel sickness remedy-

# Marzine is out of this world!

The Chemist and Druggist  
January 4th 1969

**Moon Drugs.**—Televiewers watching transmissions from Apollo 8 on its way to the moon will have heard references by the spacemen to the drug Marzine, which they have been taking for motion sickness. That is the United States brand name for Marzine travel sickness remedy, one of three products supplied to Apollo 8 through Burroughs Wellcome & Co. (U.S.A.), Inc., largest subsidiary of Burroughs Wellcome & Co., London, N.W.1.

The Pharmaceutical Journal  
January 4th 1969

## Marzine round the moon

HOWEVER engrossing the subject dealt with in any of the media, my eye and my ear have an extra sensitivity for anything associated with pharmacy. So my ear twitched slightly when, during one

of the Christmas broadcasts concerning the incomparable journey round the moon, one of the spacemen mentioned Marzine which the crew of the spaceship had with them for motion sickness. Even allowing for the slight difference of name on the American market, I was pleased to realise that a drug of a British based firm was on its way round the moon. I have since learned that when Major White walked in space three years ago, he also took the drug.

## suggest Marzine to your customers —with confidence

**ALL THESE BONUS OFFERS OPEN UNTIL APRIL 12th**

Order 3 doz tubes **Get 13 to the dozen!**

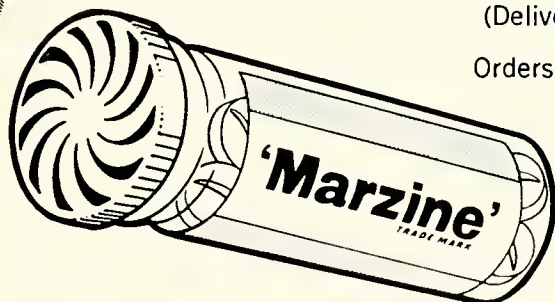
Order 6 doz tubes **Get 14 to the dozen!**

Order 1 gross or more **GET 14 TO THE DOZEN!—PLUS**

**DEFERRED PAYMENT TERMS**

(Delivery now. Payment in August)

Orders of 5 doz tubes or more, carriage paid:



3/- per tube of 10 tablets

 **BURROUGHS WELLCOME & CO.**  
(The Wellcome Foundation Ltd.) LONDON



**The British Dyewood Co Ltd**

# Tannic Acid

in all qualities

*Fine Chemicals for Industry*

**The British Dyewood Company Ltd**  
 Head Office, 19 St. Vincent Place, Glasgow C1.  
 Tel. CENtral 4425  
 10 Victoria Street, Liverpool 2.  
 Tel: CENtral 5272

## Luma anti-rheumatic compound now available in air-tight polythene drums

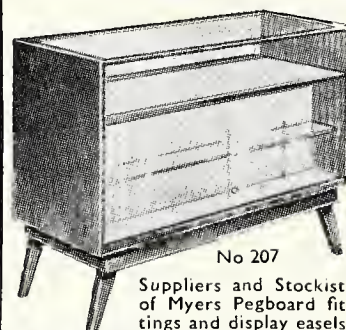


Rapidly increasing sales have necessitated the introduction of a 28 oz. polythene bathroom pack with an air-tight lid. Luma is advertised to sportsmen in leading sporting publications stressing the value of a Luma bath. Make sure you have Luma in stock. 28 oz. pack; recommended retail price 8/-. Also in handy cube form or bulk drums.

Details from your wholesaler or from

**Luma**  
 BRAND

Marshall Proprietaries Ltd.,  
 Marshall House,  
 468-472 Purley Way,  
 Croydon, CR9 4BL.  
 Tel: 01-688 7211.



### MODERN COUNTERS for DISPLAY & STOCK

Ideal for photographic and cosmetic lines

12 Drawers at Rear of Counter  
 Doors of front showcase fitted lock. Sapele or Light Oak Finish. Black legs. 4ft. 0in. long 3ft. 0in. high. 1ft. 8in. wide.

No 207

Suppliers and Stockists of Myers Pegboard fittings and display easels.

Complete Installations  
 Estimates Submitted

Illustrated List C.D. on request

**MAUND & BERG,**  
 SHOPFITTERS

175-9 OLD St., LONDON, E.C.1

Tel: 01-253 1782 & 6750

We specialise in  
 "Purpose Made" Counters  
 etc. to your own  
 requirements

Parking Meters at rear of premises

# YESTAMIN

ENGLISH GRAINS LIMITED

Granary House, Burton-on-Trent, Staffs.

Specify  
**BURROUGH'S S.V.R.**  
 (doubly rectified)

James Burrough Ltd, Vauxhall St., London S.E.11

## INDEX TO ADVERTISERS

Aronde Laboratories Ltd. ....	6
Beatson, Clark & Co. Ltd. ....	Cover iv
Berk Pharmaceuticals Ltd. ....	Int. Edit. 11
Britanol Ltd. (Simbix) ....	1
British Dyewood Co. Ltd. ....	4
Brown, N. C., Ltd. ....	18
Burrough, James Ltd. ....	4
Burroughs Wellcome & Co. ....	Price List 12
Burroughs Wellcome & Co. ....	3
Bush Boake Allen Ltd. ....	Cover iii
Co-Caps (Coded Capsules) ....	Price List 8
Columbia Products Co. Ltd. ....	6
Critchley Bros. Ltd. ....	19
Cuticura Laboratories Ltd. ....	17
D.D.S.A. Pharmaceuticals Ltd. ....	Front Cover
English Grains Ltd. ....	4
Eylure Ltd. ....	16
Glaxo Laboratories Ltd. ....	Int. Edit. 13
Good Boy Pet Foods Ltd. ....	18
Guest, Thos. & Co. Ltd. ....	Int. Edit. 14
Holloway, E. R., Ltd. ....	15
Laughton & Sons Ltd. ....	Int. Edit. 14
Luma Products Ltd. ....	4
Macarthy's Ltd. ....	7
Maund & Berg Ltd. ....	4
May & Baker Ltd. ....	Cover ii
Newey Goodman Ltd. ....	20
Pyser Britex (Swift) Ltd. ....	9
Ronson Products Ltd. ....	5
Scholl Manufacturing Co. Ltd. ....	10
Stafford Miller Ltd. ....	8
Wardle, A. (Shopfitters) Ltd. ....	2
White Laboratories Ltd. (Cushion Grip) ....	Int. Edit. 12



# We're on the hair again.

Last time we appeared on the telly, sales of our Escort hairdryer doubled yet again.

Of course, this increase varied from shop to shop. In fact, we know some dealers who forgot we were advertising. And didn't bother to make any point-of-sale effort. A few even ran out of hairdryers in the middle of the campaign.

None of these are very good ways to increase sales.

So we're giving everybody plenty of time to get ready for our

new campaign.

We're going on the air from March and continuing right through to April. We'll be using the same 45 second commercial that worked so well last time. And we'll be putting it out over the month to about 12 million Escort-less women in London, Midlands, North, Scotland and the South.

You should chalk up a useful sales increase, if you do your stuff.

If you don't, you can be sure the next dealer down the road will.

**RONSON**  
ELECTRICS







*Columbia* PRODUCTS LIMITED

proudly present  
their 1969 range of

# HOT WATER BOTTLES

Imported from  
Czechoslovakia!

- Superb quality.
- Full replacement guarantee.
- Metal stoppers fitted to each bottle.
- Very competitive prices.  
Where else can you get a double ribbed Hot Water Bottle to retail for only 5/11d?
- Extremely attractive colours.
- Choice of three models.
- **Order NOW and obtain maximum discounts**

**URGENT!**

Post this coupon today

Columbia Products Company Ltd.,  
Sherbourne Avenue, Ryde, Isle of Wight

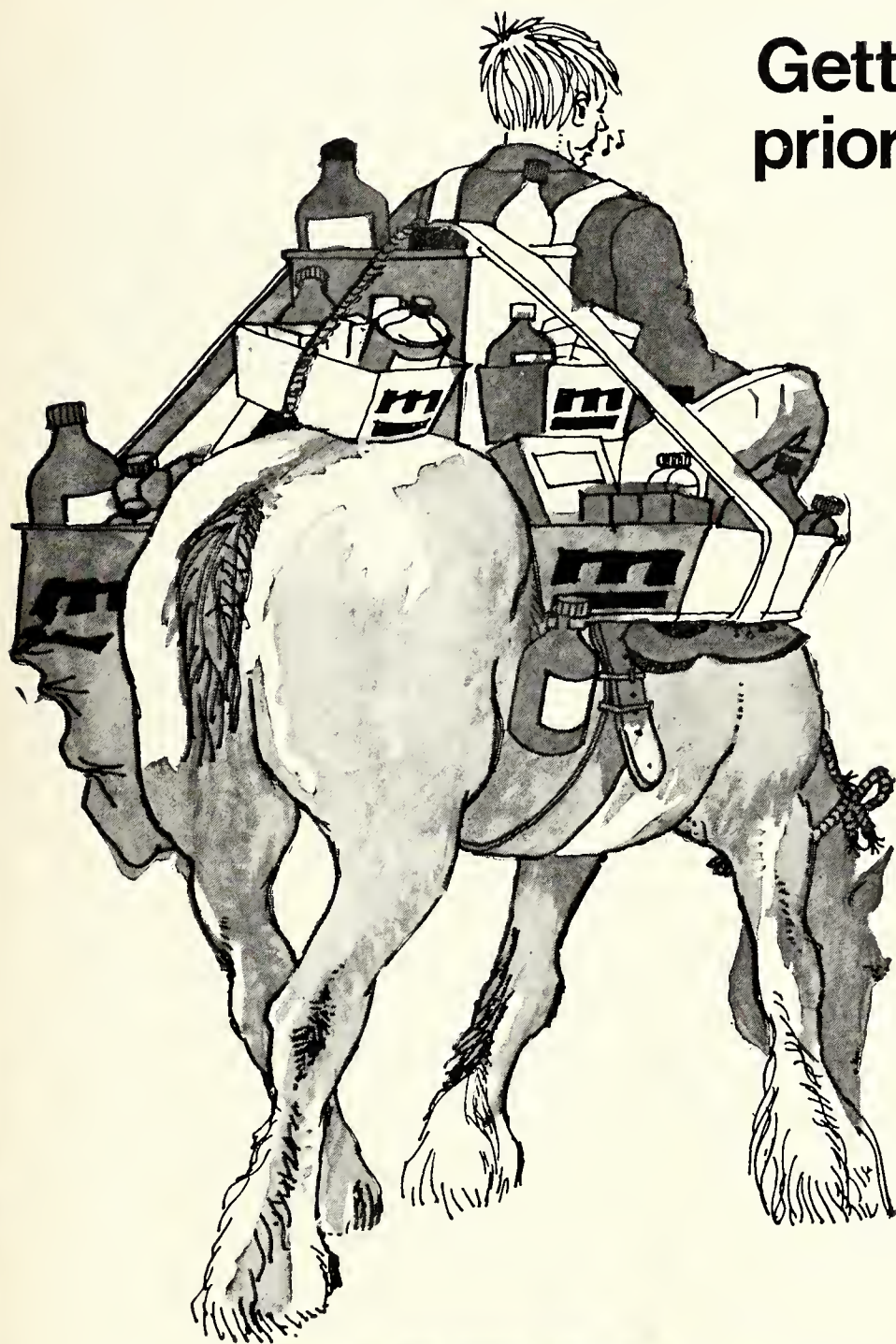
Without obligation and without delay I would like your representative to call.

Name \_\_\_\_\_

Address \_\_\_\_\_

C&amp;D/22/2





## Getting our priorities right



Appearances may be important to us, but more important still is a reputation for service, and we intend to deliver your orders to satisfaction, whatever the means.

**Macarthy's-synonymous with service.**

Head Office Chesham House Chesham Close  
Romford Essex RM1 4JX  
Telephone Romford 46033

# Per te solum Chemist only Bonus on Chemist only Products.



## Joy-Rides

New junior travel-sickness tablets

- Specially formulated for children
- Fast acting and pleasant tasting
- Melt in the mouth

This new entry into the expanding travel-sickness field was test marketed in 1968 and proved to be an instant success. National distribution in 1969 will be supported by a five-month peak-season campaign of large-space compelling advertisements to mothers in:

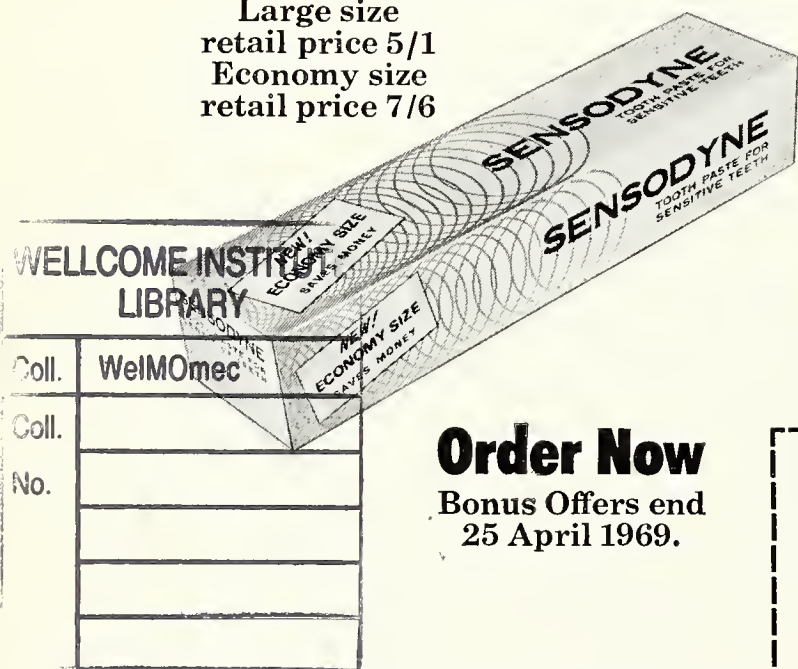
**Woman, Woman's Own, Reader's Digest, Woman's Realm, Mother, Family Circle, Woman and Home, Woman's Weekly, My Home and Family.**

Handy wallets of 12 tablets strip-packed in laminated foil. Retail price 3/- each.

Purchase tax nil. Packed in attractive display outers containing 18 wallets.

**Bonus - each outer of 18 wallets charged as 15. Total outlay per box, 30/-; Return 54/- . PROFIT ON RETURN = 44.5%.**

Large size  
retail price 5/1  
Economy size  
retail price 7/6



**Order Now**  
Bonus Offers end  
25 April 1969.

**Direct Accounts.** Please order from your Stafford-Miller Representative, who will be calling shortly. Bonuses can then be taken in conjunction with direct parcel terms!

## Sensodyne

the toothpaste recommended by dentists, sold by chemists!

Over 80 per cent of all dentists give Sensodyne their professional endorsement (validated by Dental Survey). Its effectiveness in relieving pain due to dental hypersensitivity has been confirmed by double-blind clinical studies.

**Display and sell this fast-growing brand.**

**BONUS - each dozen large size charged as 11 and/or each half-dozen economy size charged as 5**  
e.g. 1 dozen large plus half-dozen economy shows profit of 38.5%.

To Stafford-Miller Ltd., 166, Gt. North Rd., Hatfield, Herts.  
Please send direct and invoice through my wholesaler:

.....outers of 18 Joy-Rides charged as 15  
.....dozen Sensodyne Large charged as 11  
.....half-dozen Sensodyne Economy charged as 5

Retailer's name: .....

Full address: .....

Wholesaler: .....



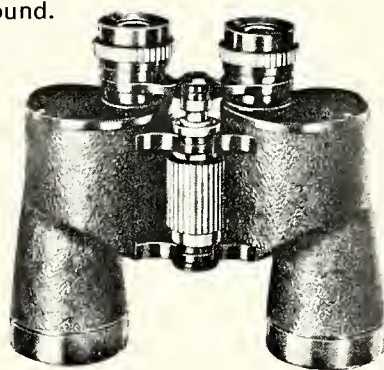


## We're proud of our image...

... our exclusive 'white image'. The image with exceptional clarity and undistorted sharpness. A special extra hard lens coating increases the blue in the light spectrum giving the viewer a much 'whiter' and therefore much clearer image. Also the renowned **Swift** quality and mechanical precision gives a range of **lightweight** binoculars with great sales appeal. Extensive national and local advertising campaign together with a plentiful supply of attractive point of sale material will ensure that customers will ask to see the **Swift** range. Take advantage of the generous discounts offered. Stock up now with the binoculars that will sell **ALL** year round.

...the  
**'White  
Image'**  
**SWIFT**

With the  
Lifetime  
Guarantee.



**PYSER BRITEX**

**(Swift) Ltd.** FIRCROFT WAY,  
EDENBRIDGE, Kent

Telephone: 0732-71 2434 (3 lines)

Please send Swift binocular brochure and details of generous discounts.

NAME .....

ADDRESS .....

CD 101



## CHEMIST AND DRUGGIST

ESTABLISHED 1859

THE WEEKLY NEWSPAPER FOR PHARMACY  
and all sections of the drug, pharmaceutical,  
fine chemical, cosmetics, and allied industries  
*Official organ of the Pharmaceutical Society of Ireland  
and of the Pharmaceutical Society of Northern Ireland*

Volume 191

February 22, 1969

No. 4645

### CONTENTS

B.P.C., 1968, Amendments	...	175
Chemists' Action Group Manifesto	...	176
Correspondence	...	167
Cosmetic Chemists' Coming of Age	...	160
Dispensing Fees	...	160
Drugs Bill Next Session?	...	161
Hospital Pharmacy Forum	...	172

#### Leading Articles:—

Pharmacists on the Wards	...	171
F.A.P. (For Action Please)	...	171
Reasons for Publishing	...	171
New Books	...	169
"Open Shop"	...	170
Pharmaceutical Society of Ireland:		
Council Meeting	...	173
Pharmacists and Phosphorus	...	169
Scottish Department Executive	...	160
Topical Reflections	...	159

Any Business Questions?	170	New Companies	180
Appointments	162	New Products	165
Branch Events	168	Patents	178
Business Changes	162	Personalities	162
Coming Events	179	Prescribers' Press	180
Company News	162	Print and Publicity	179
Contemporary Themes	178	Shopfitting Notes	176
Deaths	163	Sport	159
In Parliament	162	Trade Marks	178
Inquests	163	Trade Notes	164
Legal Reports	162	Trade Report	177

Index to Advertisers p. 4.

Classified Advertisements p. 21

PUBLISHED BY

MORGAN-GRAMPIAN (PUBLISHERS), LTD.,  
at 28 Essex Street, Strand, London, W.C.2

Telephone: 01-353 6565

GLASGOW: 8 Merrylee Road, Newlands, S.3. Phone: Merrylee 6356.  
LEEDS, LS16 6HX: 32 Wynford Rise, West Park. Phone: Leeds 67 8438.

#### ANNUAL SUBSCRIPTION

which includes The Chemist and Druggist Year Book and  
Buyers Guide, £5. Single copy 2s. 6d. (including postage).  
Three years' subscription £10.



MEMBER OF THE AUDIT BUREAU OF CIRCULATION

© MORGAN-GRAMPIAN LIMITED, 1969



# An important announcement about the Drug Tariff, Scholl ...and you.

You will be aware that you are now required by the Drug Tariff to distinguish between the two types of Standard Yarn Hosiery when dispensing and submitting prescriptions for payment.

The two types are 'Flatbed' and 'Circular' and these are descriptions of the different machines on which these stockings may be knitted. Scholl use both.

**'Flatbed'** is the old, hand operated process which has hardly changed in over 40 years.

**'Circular'** is the newer, automated process which Scholl use to produce the famous SOFT GRIP, SUPERLASTIK and GRIP FIT range. By holding a small stock of only four standard sizes you can fit more than 90% of all your customers. They will also prefer the finer appearance that the Circular process gives.

The higher costs of producing hosiery by 'Flatbed' knitting means that manufacturers are now charging higher prices for 'Flatbed' stockings and the Drug Tariff amendment allows you to recover this additional cost. Prescriptions, however, must be endorsed 'Flatbed' and you must be prepared to submit a manufacturer's invoice to the Pricing Bureau as confirmation.

CIRCULAR Knit prices are unchanged. Circular prices are, therefore, not affected by this amendment. When the prescriber fails to specify either Flatbed or Circular, you may endorse the E.C.10 'Circular' yourself.

It follows that Scholl SOFT GRIP, SUPERLASTIK and GRIP FIT Circular Hosiery not only give customer satisfaction but allow for straight-forward pricing.

The Scholl logo, consisting of the word "Scholl" in a bold, italicized serif font, enclosed within a dark oval border.

*Since, for Drug Tariff purposes, NYLASTIK are lightweight Yarn Hosiery they are not affected by the amendment.*





# C&D

## CHEMIST AND DRUGGIST

Volume 191

FEBRUARY 22, 1969

No. 4645

## Hospital Pharmacists

### 6 PER CENT. SALARY RISE

WITHIN the terms of the incomes policy a 6 per cent. increase in salaries for hospital pharmacists has been agreed with effect from March 1 by the Pharmaceutical Whitley Council Committee C.

### Future Social Services

#### WARNING AGAINST HASTY DECISIONS

A WARNING against precipitate action or decisions on the future pattern of health and social services was given by Mr. David Ennals (Minister of State for Health) on February 7 when he was speaking to the Association of County Medical Officers of Health. He emphasised the importance of considering together, rather than in isolation, the recommendations contained in the Seeborn report, Green Paper on the Administrative Structure of the Medical and Related Services in England and Wales and report of the Royal Commission on Local Government. It would be, he said, wrong for the Government to reach firm conclusions on matters that would shape the pattern of the health and welfare services for a generation before the report on the Royal Commission on Local Government was received. "To say that we must see the Royal Commission's proposal before we state our preliminary conclusions does not mean that nothing can be done until the reform of local government is implemented. That is far too long a time scale." It was also precipitate for local authorities to reorganise their health and welfare services in advance of the Government's conclusions.

### Medical History

#### COURSES LEADING TO NEW DIPLOMA

A DIPLOMA in the history of medicine is being established by the Society of Apothecaries of London. Not restricted to the medically qualified, the diploma will cover pharmacy and other related disciplines in addition to medicine. A one-year course of instruction organised by Apothecaries' Society will lead to examination for the diploma, and facilities may, it is understood, be offered at the Wellcome Institute for the History of Medicine by the Wellcome Trust. Present aim is to begin the first course in October and to hold the first examinations in 1970. According to the chairman of

the Society's faculty of the history of medicine and pharmacy (Dr. W. S. C. Copeman), Britain is one of the few countries in which such courses are not already established, and the hope is that the new diploma will prove a useful and popular contribution towards improving that situation.

### Launching Products

#### SPEEDIER RESULTS FROM PHARMACIES

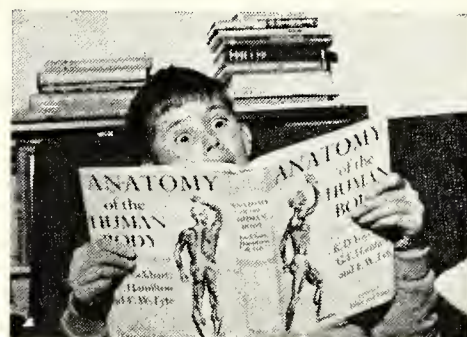
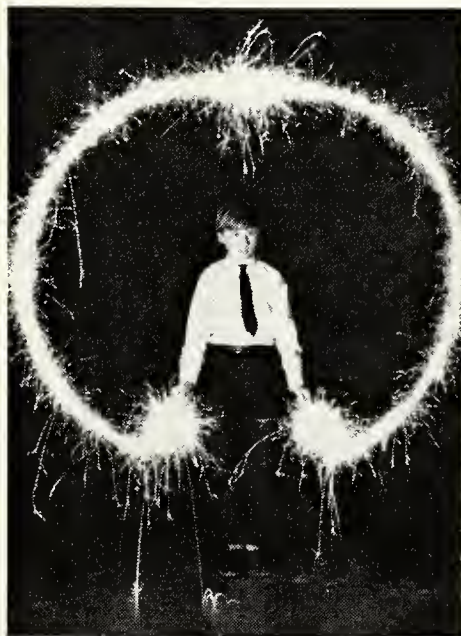
"QUICKER penetration" for new products is achieved in chemists' shops than in grocers', the *Nielsen Researcher* finds in its January-February issue. Of fourteen new products offered nationally through chemists during 1965-67, the "average sterling weighted" distribution achieved after eight months was 78 per cent. For the 1962-64 group of fourteen products the figure was 79 per cent. There was "no evidence of increasing difficulty in obtaining distribution here." Average sterling distribution

reached in grocers' shops eight months after a national launch was 40 per cent. in 1962-64 and 44 per cent. for the brands introduced during 1965-67. The report also suggests that many failures in national launches could have been prevented by a thorough programme of product testing and test marketing. The *Researcher* also includes, from the company's Swedish organisation, case histories illustrating the advantages of using test marketing services before putting a product on the market.

### Market for Cosmetics

#### STEEP RISE IN EYE MAKE-UP

BRITISH women spent almost £50 million on face and nail cosmetics during 1968 according to the February issue of *Retail Business* (No. 132), in which a report analyses sales of lipsticks, manicure preparations, eye make-up, face powder, make-up and face creams and skin care products. The report says that face-powder sales have been fairly static at just over £10 million. Sales of eye make-up, however, have forged ahead—up 17 per cent. in 1968 to £9.2 million. False eyelashes alone currently account for £2 million of that total, and sales are expected to triple in the next five years. Because young users are so important in eye make-up, the "economy"



**JUNIOR PHOTOGRAPHERS OF 1968:** At left, the entry "November the Fifth," by Graham Ellingford, Shoeburyness High School, Essex, selected by Mr. Michael Aspel on February 17 as the best of four national class winners in annual "Junior Photographers of the Year" contest, 1968, organised by the Photographic Information Council in conjunction with schools throughout the British Isles. Graham Ellingford received a £30 voucher. Jane Vergo, a pupil at Fareham Grammar School for Girls, Hants, was named "Miss Junior Photographer of the Year 1968" for her picture "The Facts of Life," above. The judges expressed themselves as astonished at the high degree of technical skill and imagination shown by the schoolchild entrants. The Council aims to establish camera clubs in schools up and down the country. Details of the next contest are being announced in the near future.



brands in that sector have a large share, as they have in nail colour. By contrast, "premium" brands have had their greater impact in sales of creams. Press and television advertising alone took 14 per cent. of the value of manufacturers' sales of beauty cream. The report also asserts that, in general, only about 18 per cent. of the retail price of a medium-brand cosmetic is cost of product and packaging—the rest is purchase tax, distributors' margins, advertising and promotional expenditure and profit.

## Metric Change

### OFFER TO NON-N.H.S. CHEMISTS

COPIES of ECN 706 dealing with the changeover to prescribing and dispensing in the metric system on March 3 are being made available to non-National Health Service chemists on application to local Executive Councils. Copies of the leaflet to be issued by the Department of Health and Social Security to patients explaining metric dosage are similarly available.

## Foods as Materia Medica

### PURCHASER PROTECTION REVIEWED

FOOD and drugs have been closely associated with one another over many centuries, said Miss A. J. O'Hara-May, M.A., B.Sc., when addressing the British Society for the History of Pharmacy in London on February 12. Protection for purchasers against adulteration, etc., has been provided under the same Food and Drugs Acts. For the first time the two classes are being separated when the Medicines Act, 1969, comes into operation. In her lecture, "Foods as Materia Medica," Miss O'Hara-May reviewed the bases for assessing the health-maintaining value of foods, and the changes in those bases from early times to the beginning of the present century. The speaker referred at length to the views of William Cullen (1710–90), "foremost teacher of medicine and pharmacy of the 18th century."

## Consultancy Grants

### CLOSING DATE FOR APPLICATIONS

CLOSING date for applications under the Board of Trade pilot scheme for consultancy grants for smaller companies in the Glasgow and Bristol areas (see *C. & D.*, June 22, p. 557) is February 28. Funds remaining available under the scheme are limited, and applications received by the Board of Trade up to February 28, accompanied by a preliminary survey report by the consultant whom it is proposed to employ, will be considered in the order in which they are received. Applications received after February 28 will not be eligible for grants. Companies seeking information about the scheme should apply:—In Bristol to the consultancy grants officer, Board of Trade, The Pithay, Bristol, 1; in Glasgow to the Board of Trade Office for Scotland, 314 St. Vincent Street, Glasgow, C.3; and in London to the Economic (General) Division 1, Board of Trade, 1 Victoria Street, London, S.W.1. Up to

January 31 the Board of Trade had approved 229 assignments (seventy-nine in Bristol and 150 in Glasgow), involving £352,000 in grants (£101,000 in Bristol and £251,000 in Glasgow). Other applications are currently under consideration. The Board of Trade is considering the possibility of a national scheme, but cannot make a decision until the results of the pilot scheme have been examined.

## Florey Memorial

### JOINT AUSTRALIAN AND U.K. APPEAL

TO commemorate the late Lord Florey (president of the Royal Society, 1960–65 and chancellor of the Australian National University from 1965 until his death on February 21, 1968), the Councils of the Royal Society and Australian National University are establishing a memorial fund to be used for visiting research fellowships in the biomedical sciences between Australia and the United Kingdom. They are to be known as Florey Fellowships. Minimum capital sum required is £150,000, contributed equally by the United Kingdom and Australia. Donations may be sent to the Royal Society (Florey Fund), 6 Carlton House Terrace, London, S.W.1, from which further particulars of the appeal can be obtained.

## Chemical Industry

### ALL-PARTY GROUP AT WESTMINSTER

AN all-party group of members of Parliament and peers is to be formed for the chemical industry. The decision to do so followed a meeting of sixty-two members and peers in the House of Commons on January 29 in response to an invitation from Lord Netherthorpe (chairman, external relations policy committee, Chemical Industries Association). Also present from C.I.A. were Mr. Neil Iliff (preside-trade affairs board) and Mr. J. C. H. dent), Dr. D. E. Wheeler (chairman, McEntee (director general).

## Distributive Industry

### TRAINING BOARD DIRECTOR APPOINTED

LORD MOTTISTONE has been appointed first director of the Distributive Industry Training Board and takes up his appointment at the Board's Manchester offices on March 1. The Board, second biggest of the boards set up under the Industrial Training Act, is responsible for providing training for 2,500,000 people employed in 400,000 shops and other establishments in Great Britain. The Board plans to announce its first training programmes later this year. Lord Mottistone has for the past two years been director of personnel and training for the national Radio Rentals Group.

## IRISH NEWS

### THE REPUBLIC

## Health Plan Rejected

### INDUSTRY DISLIKES LABOUR POLICY

A PROPOSAL in the Labour Party's recent policy document on health (see *C. & D.*, February 1, p. 92) to bring the pharmaceutical industry under com-

munity control and to integrate it into the Health Service was rejected by the president of the Pharmaceutical and Allied Industries Association (Mr. P. E. Greville) at the Association's annual dinner in Dublin on February 6. Replying on the findings of the Sainsbury Committee in the United Kingdom, Mr. Greville came out strongly against nationalisation of the industry in Eire. Many references in the document, he declared, appeared to have been made without any real knowledge of the industry, and could only be described as offensive to the industry. An example was the statement "that there is no profiteering by any section in the prescription and supply of drugs and medicines." The document was symptomatic of much ill informed criticism of the industry. One rarely read of the "vast amount of restless probing and expensive research" that was constantly producing new weapons against disease. In the current year, expenditure on health services in the Republic was £41 millions of which £3.2 millions would be accounted for by expenditure on drugs. Those facts alone refuted any charge that the cost of drugs was becoming "a crippling factor."

### THE NORTH

## U.C.A. Associates

### NEW DANCE VENUE "POPULAR"

THIS year for the first time the Ulster Chemists' Association Associates Section held their annual dance on February 7 at Dunadry Inn, Dunadry. The new venue is reported to have proved "very popular," the guests being delighted with the old style surroundings of the Inn. A further departure from tradition was seen in the provision of a buffet meal in place of the usual dinner. The chairman (Miss Margaret J. Watson) welcomed over 200 guests.

## IRISH BREVITIES

### THE REPUBLIC

THE Department for Health announced on February 8 that Dr. W. E. Boles, B.Sc., M.P.S.I., had been appointed a member of the working party set up to advise on drug abuse. Dr. Boles will represent the Council of the Pharmaceutical Society of Ireland on that body.

The Minister for Health (Mr. Flanagan) said in the Dail on February 13 that Inter Continental Pharmaceuticals (Eire), Ltd., would be allowing department officials to obtain details of the company's activities when the director was available.

### THE NORTH

To raise funds for organising the Belfast meeting of the British Pharmaceutical Conference in September, the Belfast ladies' committee is holding a "Score-ee-acht" at the headquarters of the Pharmaceutical Society of Northern Ireland, 73 University Street, Belfast, at 8 p.m. on March 19. Tickets (price 25s. each) are available from the Society or from Mrs. K. O'Rourke, 14 Duncoole Park, Cavehill, Belfast, 14.



## NEWS IN BRIEF

THE Radiochemical Centre, Amersham, Bucks, has issued a new data sheet and a technical bulletin on macroaggregated iodinated (I-131) human serum albumin injection.

A NEW British Standard in metric terms (B.S. 4404: 1948, price 6s.), has been published dealing with the method for the Determination of Arsenic (silver diethyldithiocarbamate procedure).

ECL 60/67 No. 2/69, issued by the Department of Health and Social Security, lists ten "expensive" drugs and asks doctors to exercise care in prescribing them so that patients are not issued with greater quantities than they are likely to need.

A MEMORANDUM, ECS (P) 1969, on the changeover to dispensing in the metric system, has been issued by the Scottish Home and Health Department. It is similar to, but not identical with, ECN 706 issued to chemists in England and Wales.

THE Department of Health and Social Security has published "Pensions—The Way Forward" (H.M. Stationery Office, price one shilling) referring to the new earnings-related scheme and presenting a summary of the White Paper "National Superannuation and Social Insurance."

"ARRANGEMENTS FOR OLD AGE," published by Consumers' Association, 14 Buckingham Street, London, W.C.2, price 10s., explains the services and organisations that exist to help elderly people; income tax and retirement; and how to claim retirement pension. It gives advice on occupation in retirement; discusses the problem of housing.

STATUTORY Instruments have been issued effecting the closures of Highland Court hospital, Bridge, Kent; the annex of the Kent and Canterbury hospital; the East End Maternity hospital, Commercial Road, London, E.1, and the Oak Lane hospital, Sevenoaks, Kent. Another Order covers the transfer of Sherborne House, Basingstoke, to the Coldeast and Tatchbury Mount Group Hospital Management Committee.

## SPORT

### GOLF

IRISH CHEMISTS' GOLFING ASSOCIATION. New captain is Mr. P. F. Twohig, who was elected at the Society's annual meeting in Clontarf golf club on February 13. The secretary (Mr. T. J. Lynch) summed up 1968 as "one of the most enjoyable years we have had—both from the sporting and social points of view." Opening outing of 1969 is in Dun Laoghaire some time in March and Tramore has once again been chosen for the annual four-day outing, May 25-28. Members are urged to make reservations for the event with Mr. Lynch as soon as possible. Expressing pleasure at the infusion of new members during the year, Mr. Lynch said he hoped that further pharmacists would join the ranks this season. Reporting a slight deficit on the year's activities, Mr. J. T. FOLEY (treasurer) hoped it would be possible to keep charges at existing levels. Messrs. Lynch and Foley were re-elected as secretary and treasurer respectively, with Mr. J. J. Howard being returned as auditor. Elected to fill vacancies on the committee were Messrs. John Burke and Joe Lennon.

## TOPICAL REFLECTIONS

By Xrayser

### Education

When a university lecturer is bold enough to quote the dictum that lectures became obsolete with the invention of printing, it is time to sit up and take notice. The address on education given by Dr. J. Chilton before an evening meeting in Edinburgh (pp. 151-52) showed that originality of thought and expression had not disappeared in a technological age, in a technological university, in the mind of a senior lecturer of pharmaceutical technology. The paper was stimulating, critical and provocative, and a further example of the splendid material that seems to have been in such good supply over the years under the auspices of the Scottish Department of the Pharmaceutical Society. Inevitably a number of questions were posed that were not answered, but it is important at this stage that they should have been asked at all. Dr. Chilton said that times were changing, and that unless the practice of pharmacy changed with them it would gradually become as irrelevant to society as had the trades of wax-handling and cordwaining. The main agent of change, he went on, must be the educational system, and the major problem was the teacher's difficulty in planning for the future when the profession itself gave no indication of what that future was likely to be. I have little doubt that the speaker himself would grant that the speed with which change has taken place in recent times has made a degree of improvisation almost inevitable. After two or three centuries of slow progress along traditional lines, into which at almost any time the druggist of the eighteenth and nineteenth centuries could have come back from the shades and taken up where he left off, we have been suddenly plunged into a completely new world in which two weeks' break in the summer leaves a gap requiring strenuous effort to make up the leeway. Pharmacy, administrative and educational, has been riven apart and, while the educationalists look for guidance for the future, Dr. Chilton himself sees the reluctance of the teaching profession to accept change, as witnessed by the large part still played by subjects that take up more time than is now justified by their actual place in modern practice.

### The future

It may be, then, that the future of pharmaceutical education is difficult to foresee because the future of the practice of pharmacy is obscure. It is necessary, in the circumstances, to have a broad-based qualification that enables the graduate to take his place in any branch of pharmaceutical activity, though offering the necessary stepping-stone to any who may wish to specialise by post-graduate study. It would seem that the Pharmaceutical Society's basic qualification over the years was not far astray in character and scope, since many who qualified forty years ago have been able to hold their place in a world strangely different from that for which they were trained. That would appear to justify a broadly based course for the graduate of today. What is vastly different is that the present degree course is not just a means to an end. The graduate is not at the end of the road. There are options for further study and qualification that were not open to his counterpart of even twenty years ago, whose only avenue of escape was to go back to the beginning by enrolling at a university and starting a completely new course of study. I think we may still have to explore the possibilities of allowing the student to have access at an earlier date to the field of general practice. There is a good deal to be said for the practical side of pharmaceuticals being acquired under practising conditions.

### Q.P.L.

The arrival of a new edition of the Quarterly Price List is extremely welcome, though the prodigious labours of the pricing staff have enabled us to carry on with a large measure of success in the interim period. The system used was ingenious. I can readily imagine the feeling of suspense in Essex Street as Budget Day looms ahead, and I intend to use what small influence I possess with the Chancellor of the Exchequer to ensure that the Q.P.L. staff gets its grass cut this summer.



# Dispensing Fees

## PHARMACEUTICAL SOCIETY REVISES SCALE

THE Council of the Pharmaceutical Society has published a revised scale for pricing private prescriptions, reflecting the increased costs revealed by the recent National Health Service dispensing costs inquiry, on which a settlement with the Department of Health and Social Security was reached late in 1968.

The Council has decided that in future the recommended fee scale should be brought up to date each year by the application of indices, with subsequent revisions when the results of future N.H.S. dispensing costs inquiries are published. The "establishment charge" has been increased from 20 per cent, to 25 per cent, following consideration of how overhead costs have increased since 1964. The scale fees have been revised following

consideration of how labour costs have increased since 1964.

As before, the recommended method of pricing private prescriptions and counter prescribed preparations is to calculate the cost price of ingredients and containers, add 25 per cent, as an establishment charge, then add a scale fee as in the table below. The Pharmaceutical Society also recommends marking the prescription using the pricing code MELBORACIS.

CATEGORY	QUANTITY	FEE
		s. d.
LIQUIDS, not extemporaneous	up to 150 ml.	3 6
	155 to 300 ml.	5 0
	over 300 ml.	6 6
extemporaneous (including "stock" mixtures, but excluding ear and nasal drops)	up to 150 ml.	5 0
	155 to 300 ml.	7 6
	over 300 ml.	9 0
EAR AND NASAL DROPS, extemporaneous		4 6
TABLETS, CAPSULES, PILLS, CACHETS, INJECTIONS, SUPPOSITORIES, PESSARIES, BOUGIES	up to 50	3 0
	51 - 100	4 0
	over 100	5 0
not extemporaneous *	up to 24	20 0
extemporaneous (excluding injections, see sterile preparations below)	each additional 24	7 6
OINTMENTS, CREAMS, BULK POWDERS not extemporaneous *		4 0
extemporaneous		7 6
WRAPPED POWDERS extemporaneous	up to 12	7 6
	each additional 12	5 0
STERILE PREPARATIONS (excluding eye drops)		
extemporaneous	up to 12	30 0
	each additional 12	10 0
EYE DROPS extemporaneous		10 0
APPLIANCES: charge at retail price		
D.D.A. Fee		2 6
URGENT Fee (for dispensing outside normal business hours)		10 0

\* Except that for prescriptions for original packs of proprietary preparations available for counter sale the price should be the retail price or, where no retail price is available, the wholesale list price plus 50 per cent.

Prescriptions for oral contraceptives should be costed at the wholesale price plus 50 per cent.

## COSMETIC CHEMISTS' COMING OF AGE

### Celebration dinner-dance in London

THE twenty-first anniversary dinner-dance of the Society of Cosmetic Chemists, held in London on St. Valentine's Day, attracted 280 members, wives and guests—close on a record attendance and reflecting the growing strength and status of the Society, which now has nearly 500 members (it started with only twenty-three). In his after-dinner speech the president (MR. CLIFFORD PUGH, B.Sc., F.R.I.C.), stressed how that growth had been achieved by voluntary effort. Particularly significant were the symposia held twice a year, which had greatly enhanced the scientific reputation of the Society. Links with other experts in



The president of the Society of Cosmetic Chemists (Mr. Clifford Pugh), his wife and Mr. Lyddon Gardner welcome guests at the Twenty-first anniversary dinner-dance of the Society of Cosmetic Chemists.

related fields had resulted in the formation of study groups, one of which was collaborating with the Brighton College of Technology in studying the demand and support there would be for a degree in cosmetic science. The Society valued above all else its good relationship with the Toilet Preparations Federation and the vitally important collaboration concerning cosmetic legislation. Three members of the Federation were providing views on commercial and legal interests, and three members of the Society were expressing responsible and independent views on the scientific aspects of the proposed legislation. "We feel that this united effort is more effective as a voice than either body would be alone," said the president. Mr. Pugh's remarks were echoed by the guest of honour (MR. T. LYDDON GARDNER, C.B.E.), who retired in 1968 after being for twenty-two years chairman of the Yardley organisation. In an outline of his early career with the company Mr. Gardner related, among other things, how hopelessly he had failed to qualify as a chemist.

## Scottish Department

### MEETING OF EXECUTIVE

SCOTTISH members of the Pharmaceutical Society with strong views on the Green Paper "Administrative Reorganisation of the Scottish Health Services" (see C. & D. January 11, p. 26) have been invited to put them to the resident secretary (Dr. G. H. Macmorran) as soon as possible. The Scottish Department Executive, at its meeting on January 22, noted that comments had to be submitted to the Scottish Home and Health Department by the end of April. It was decided that the general purposes committee should prepare a paper to be discussed at the Executive's meeting on April 16.

A manageress was reported appointed to the pharmacy in Skelmorlie, making a collection and delivery service unnecessary. THE RESIDENT SECRETARY reported that, in view of recent publicity given to the lack of a pharmaceutical service in Winchburgh, he had written to Mr. Tam Dalyell, M.P., pointing out that the situation had been thoroughly examined and inviting him to call at the office for fuller information. No reply had been received.

### Proposals for Regional Activity

Scottish branch secretaries would discuss the Council's proposals for regional



activity at a meeting on February 19, it was reported. Since schools of pharmacy would be closely involved in any reorganisation, the heads of the three Scottish schools had been invited to the meeting.

From the report of Sir Derrick Dunlop (Privy Council Visitor to the Society's examinations) it was noted that he felt that no further visits were necessary. The Executive asked the resident secretary to write a letter of thanks to Sir Derrick for his many

years' service as Privy Council Visitor.

The RESIDENT SECRETARY reported having received information that the senate of Heriot-Watt University had agreed to establish a Master of Science degree in hospital pharmacy and the Executive expressed satisfaction. It was reported that Mr. J. B. Grosset had been appointed to serve on the Codex Revision Committee in place of Mr. G. D. Drummond.

The VICE-CHAIRMAN said he and the resident secretary had attended a

meeting at the Scottish Home and Health Department to discuss the preparation of a document, "The Change-over to Prescribing and Dispensing in the Metric System," which would be circulated to all chemist contractors. The Executive discussed the draft paper and felt that some parts needed clarifying. The vice-chairman and resident secretary were asked to press for such clarification when they attended the next meeting at the Department.

## Drug-abuse Bill Next Session?

### HOME SECRETARY ADDRESSES WELSH PHARMACISTS

THE Home Secretary (MR. JAMES CALLAGHAN) has announced that he hopes to bring before the next session of Parliament a Bill for dealing "comprehensively and flexibly" with drug abuse. Addressing a meeting of over 500 pharmacists at the University of Wales Institute of Science and Technology on February 16, the Minister said that the present position was quite unsatisfactory owing to the piecemeal nature of drugs legislation.

Because of its fragmentary nature he had asked his officials to prepare a new and comprehensive code which, when put into statute form, would give the Home Secretary of the day powers to deal effectively with the growing dangers of the drug menace. Drafting new legislation was necessarily a complicated and lengthy process but, failing a new Bill, he at least hoped to have ready a White Paper.

#### Consultations With Pharmacists

In view of the great growth in illicit drug circulation since the 1939-45 war he hoped, in consultation with pharmacists, to work out new regulations for the safe keeping of drugs. The problem was no longer, he warned, confined to London, and he asked pharmacists in the provinces to keep a look out for any signs of trafficking.

He was concerned, too, at the increasing use by teenage drug takers of intravenous injections of central-nervous-system drugs such as Methedrine under encouragement by a "tiny" number of doctors. He proposed also to have talks with the General Medical Council in order to work out some method of overcoming the present cumbersome procedure for dealing with over prescribing.

Under the Dangerous Drugs Act, 1964, he was obliged, if the international authorities decided to schedule a new substance as dangerous, to schedule it at once in Great Britain. On the other hand he was not allowed to act on his own initiative to schedule a substance.

With remarks made earlier by Mr. Cecil Jacobs (chairman of the National Pharmaceutical Union) on the source of drug supplies for addicts, Mr. Callaghan said he entirely agreed. To suggest that burglaries from retail chemists were the main source of supply would be foolish. He recognised, with Mr. Jacobs, that the cost of preventive measures would be substantial, but he would not be so foolhardy as to



Mr. James Callaghan, M.P.

promise that chemists would be allowed to set off the whole cost of safety measures [as Mr. Jacobs had asked him to do] against tax in the first year. He disagreed that selective employment tax had not achieved its full purpose. It had already achieved two of the aims set for it: those of raising money and broadening the tax base. The third—a better distribution of labour—was beginning to show signs of being realised.

In his opening address MR. JACOBS had said that the number of closures of retail pharmacies continued to be serious, both for the public and for N.P.U. members. Unless the position was stabilised the public would be deprived of the services of the chemist shop, and he hoped a close watch would be kept to ensure an adequate distribution of pharmacies.

Retail pharmacists had received a number of serious blows from the abolition of resale price maintenance. It was not surprising that the Trade Descriptions Act had been needed to alleviate the confusion and misrepresentation that had been caused by the abolition of R.P.M.

Chief contact between chemists and the Home Office had been through the Poisons Board. Some people felt there would be no work for the Board when the Medicines Commission came into

being, but the Board would probably need to continue, perhaps in a modified form, in order to advise the Home Secretary. The N.P.U., as well as the multiple and Co-operative chemists, would continue to co-operate, he promised, with the Home Office in tackling the problem of drug abuse. It was to be hoped that any proposals for the safe keeping of drugs did not hinder the pharmacist in his dispensing, particularly during busy rota periods. Any overlap or conflict between the safe-keeping regulations and regulations under Section 62 of the Medicines Act must be avoided if at all possible.

He asked for the Minister's support in trying to persuade the Health Ministry to ease its pressures on pharmacists to buy bulk supplies. The aim was to keep prices to a minimum but, if pharmacists were allowed to purchase minimum required quantities, and doctors could be persuaded not to over-prescribe, then burglaries of drugs would cease to be worth while. Chemists sought Home Office support in getting the tax provisions changed so that the whole cost of a safe or strong box could be charged up in the first year, especially where it would be required in addition to existing burglar alarms and other protective measures. Pharmacists felt their remuneration was insufficient to compensate for their work, responsibilities and qualifications. Often they had been subjected to tough negotiations, while trying to cope with altered regulations. The "see-sawing" of policy on prescription charges could only add to chemists' difficulties. From March 3 it would be illegal to dispense except in the metric system, and the expense of the change-over had to be borne by individual members. It was to be hoped some Government assistance would be given to relieve that expense.

#### Confident in the Outcome

A belief that the principle enunciated in the Medicines Act, namely that medicines should be supplied from pharmacies only, would finally prevail was professed by MR. ALBERT HOWELLS (president of the Pharmaceutical Society of Great Britain) in the final speech of the afternoon. The Government and the Society would by that time, he hoped, have persuaded the rural doctors' lobby that dispensing medicines was a job for those who were trained to do it.



## IN PARLIAMENT

WHEN asked by Mr. G. OAKES if he would introduce legislation to increase the penalties for being in [illegal] possession of heroin and cocaine, Mr. JAMES CALLAGHAN (Home Secretary), in a written reply on February 13, said that the question would be looked at in the general review of drugs law that he had recently put in hand. The penalties, he maintained, were already severe.

### Drugs and Driving

MR. LESLIE HUCKFIELD asked the Minister of Transport what research his department was currently undertaking into the relationship between drugs and driving. MR. RICHARD MARSH (Minister of Transport) in a written answer on February 14, said that the Road Research Laboratory was examining the circumstances of accidents in which a driver was known to be taking drugs in order to see to what extent, if at all, the accident could be attributed to the drugs. The present indications were that such accidents were few in number.

### Price of a Branded Nappy

MR. A. D. DODDS-PARKER asked the President of the Board of Trade whether he was aware that the price of disposable Tufty-Tails nappies had been increased by 20 per cent. by charging 4s. 1d. for a pack of twenty instead of twenty-five, and whether that had been approved by the Prices and Incomes Board. MR. E. DELL (Minister of State), in a written answer on February 12 said he understood that the retail price recommended by the company marketing the product was 4s. 5d. for twenty. Costs of imported materials had risen since devaluation and he saw no reason to refer that particular increase to the Prices and Incomes Board.

## LEGAL REPORTS

### A Drawn Battle of Preliminaries

JUDGMENT was announced in the High Court, London, by Mr. Justice Cross on an application relating to discovery of documents in an action between Sterling-Winthrop Group, Ltd., and the defendants Farbenfabriken Bayer, A.G., with F.B.A. Pharmaceuticals, Ltd. In the action the plaintiffs contend that the defendants' use in connection with the sale of drugs in the United Kingdom of the "Bayer Cross" is an infringement of the plaintiff's trade mark amounting to "passing off." The defendants contend that the plaintiffs' use of the word "Bayer" in connection with the sale of drugs which have not been made by the first defendants is deceptive, and counterclaim for the removal of the mark from the Trade Marks Register. The judge said that Sterling-Winthrop were prepared to disclose all documents relating to their method of trading in the U.K. and Ireland — with the exception of documents relating to the "Avertin case," but objected to disclosing any documents relating to the method of trading applied by Sterling-Winthrop, Inc. (their American

principal) and its subsidiaries when selling drugs outside the U.K. and Ireland. The judge could not see that the case would be helped by the investigation of the course of trading pursued by Sterling-Winthrop, Inc. through its subsidiaries in other parts of the world, and he therefore disallowed that head of the claim. But he thought Sterling-Winthrop Group should disclose documents relating to their trading outside the U.K. and Ireland, and those relating to the "Avertin case" which threw any light on their reaction, and that of their American principal, to the judgment in that case. Concerning discovery by the defendants, the judge disallowed one claim by Sterling-Winthrop, but ordered discovery of certain documents, which the defendants had indicated a willingness to disclose. Describing the effect of his decision as "a drawn battle" the judge gave each side leave to appeal against that part of his judgment that went against them.

## COMPANY NEWS

Previous year's figures in parentheses

**MONSANTO CHEMICALS, LTD.**—Sales for 1968 were £32,622,000 (£28,923,000). There was a 6.7 per cent. increase in pre-tax income: £3,109,000 (£2,914,000). Operating income after taxation rose by 9.4 per cent. to £1,761,000. A second interim dividend of 13.1125 per cent. is declared making a total dividend of 18.1125 per cent. (17½ per cent.). Aided by an active export market and by devaluation, exports were maintained at over 40 per cent. of production, states Mr. J. C. Garrels (chairman). United Kingdom business was at a slower pace although somewhat better than anticipated as the economy resisted the tighter controls superimposed during the year. The total attributable net profit after taxation of £2,095,000 (£1,610,000) included a profit net of corporation tax of £334,000, resulting from the sale during the year of one half of the company's equity holding in R. H. Cole, Ltd. The comparable attributable figure for 1967 was £1,610,000.

### Voluntary Liquidation

**FORSTERS THE CHEMISTS, LTD.**, formerly at Faircross Parade, Barking, and Farr Avenue, Thames View, Barking, Essex.—At a meeting of creditors held in London recently it was revealed that there were liabilities of £12,879, of which £6,935 was owing to trade and expense creditors and £5,944 in respect of bank overdraft. Assets consisted of cash in the hands of solicitors (£8,848), from which had to be deducted £1,459 to preferential creditors, leaving net assets of £7,389. The business was sold in November 1968 and at that time it was hoped that creditors would be paid in full, but further liabilities had come to light and it had in consequence become necessary to put the company into liquidation. Messrs. R. P. Booth, C.A., 1 Wardrobe Place, London, E.C.4, and M. Eckman, C.A., 4 Chiswell Street, London, E.C.2, were appointed joint liquidators.

## BUSINESS CHANGES

**LISTER LABORATORIES** are removing on March 1 to 51 Elderslie Street, Glasgow, C.3 (telephone: 041-221 3690).

THE telephone number of Berk Pharmaceuticals, Ltd., Catteshall Lane, Godalming, Surrey, is being changed to Godalming 4191 on February 26.

THE telephone number of the Radiochemical Centre, Amersham, Bucks, has been changed to Little Chalfont 4444.

MR. PATRICK J. O'BRIEN, M.P.S.I., who disposed of his pharmacy in Dawson Street, Dublin, Eire, some time ago, has acquired Magniers' Pharmacy, 109 Cabra Road, Dublin. The pharmacy was owned by Dr. J. Magnier who is continuing his medical practice in the area.

## APPOINTMENTS

### Board

**BP CHEMICALS (U.K.), LTD.**—Mr. B. Dougal has been appointed director and secretary.

**GEIGY (U.K.), LTD.**—Drs. L. von Planta and S. Koechlin have been appointed to the board.

**HELENA RUBINSTEIN, LTD.**—Dr. J. J. Mausner, B.Sc., F.R.I.C. (head of research and development since 1962) has been appointed technical director.

THE following appointments became operative in the Billington group of pharmacies on February 17: Mr. H. E. T. Hick, director and superintendent, Billington (West Bromwich), Ltd.; Mr. P. C. Cook, director and superintendent, F. A. Billington (Blackheath), Ltd.; Mr. J. Indge, director and superintendent, F. A. Billington (Brandhall), Ltd.; and Mr. C. Carrington, director and superintendent, F. A. Billington (Soho), Ltd.

### Representatives

**E. C. De WITT & CO., LTD.**, have appointed to their pharmaceutical division Mr. M. Long as representative covering the Hampshire, Dorset, Berkshire and West Sussex area; Messrs. Belcher, Cholewinski and Young have been promoted to the position of senior representatives.

## PERSONALITIES

**MR. A. F. BROWNE, M.P.S.**, has been appointed a justice of the peace for South-east London.

**MR. F. E. MELLOR** (sales manager, Evans Medical, Ltd., Speke, Liverpool, 24) has been appointed to the Liverpool Regional Hospital Board.

**MISS E. C. LINDSAY-RAE, M.P.S.**, has been elected honorary secretary of the Royal Society of Health's pharmaceutical group. Miss Lindsay-Rae has been a member of the group committee since it was formed in 1961. She is also secretary of the National Association of Women Pharmacists and assistant secretary of the Western Pharmacists' Association.

**MR. L. E. JOHNSON** retired from the service of William R. Warner &



Co., Ltd., Eastleigh, recently, after thirty-five years in the purchasing department, where he held a variety of senior positions. To mark the occasion he was presented with garden furniture and other items by Mr. W. J. Curtis (managing director) and Mr. McGibbon (operations director) on behalf of management and colleagues.

MISS A. J. O'HARA-MAY, who addressed the British Society for the History of Pharmacy on February 12 (see page 158) received her M.A. degree from the University of London and her B.Sc. from Columbia University, New York. For a time she was a nutrition expert with the Food and Agricultural Organisation in Africa and currently is a Wellcome Research Fellow in the Department of History of Medicine, University College, London.

DR. BYRON RIEGEL (director of chemical research and development, G. D. Searle & Co., Chicago, U.S.A.) has been chosen president-elect of the American Chemical Society for 1970. Dr. Riegel is an authority on the chemistry of vitamin K, of anticancer and antimalarial agents and of drugs related to sex hormones. He was formerly professor of chemistry at North-western University, Illinois, where he had taught for fourteen years before joining the Searle company in 1951.

MR. P. F. TWOHIG, M.P.S.I., the new captain of the Irish Chemists' Golfing Society (see p. 159) is a native of Longford. He started his apprenticeship at the Clanbrassil Street, Dublin, branch of Hayes, Conyngham & Robinson, Ltd., the day after the 1939-45 war was declared. Later he transferred to the company's Rathmines branch. After qualifying in 1945 he took up a position with Parkers (now Gleasons), in Dame Street, Dublin, later "taking to the road" as medical representative for Abbott Laboratories, Ltd. In 1948 he joined Evans Medical Ltd., remaining with the company after the formation of Duncan, Flockart & Evans, Ltd. When that company in turn amalgamated to form B.D.H. Pharmaceuticals in July 1968, Mr. Twohig transferred to its associate Allen & Hanburys, Ltd., with which he is now working. He is well known on the North Leinster route.

MR. J. W. BOWMAN, M.P.S., recently retired from the managing directorship of Bowmans Chemists (Carlisle), Ltd. On qualifying from the Royal Dispensary school of pharmacy, Edinburgh, in 1925, he joined his father, the late Mr. E. Bowman, in the business at 139 Denton Street, Carlisle. In 1955 he was himself joined by his younger son, Mr. Robert Bowman, M.P.S., and the business expanded to a second shop in Carlisle and others in Hexham and Silloth. The elder son is Dr. William C. Bowman, professor of experimental pharmacology, University of Strathclyde. Always actively interested in pharmaceutical affairs, Mr. J. W. Bowman is a past chairman of the East Cumberland Branch of the Pharmaceutical Society, and has served on the Local Pharmaceutical Committee

and various Executive Council committees since the inception of the National Health Service. Mr. Robert Bowman now takes over as managing director of the business.

## DEATHS

BEAUMONT.—Recently Mr. John Moorhouse Beaumont, M.P.S., 38 Harvey Road, Amondbury, Huddersfield, Yorks, aged sixty-one. Mr. Beaumont qualified in 1929 and was pharmacy superintendent of Huddersfield Co-operative Chemists, Ltd., from 1947 until his retirement through ill health in 1964. A member of Huddersfield Executive Council, he was secretary of the Local Pharmaceutical Committee from the inception of the National Health Service. Mr. Beaumont was also a former member of Huddersfield Hospital Management Committee. He is survived by his widow and five children.

CLEARY.—Suddenly, on February 6, Mr. John Cleary, M.P.S.N.I., 22 Dalebrook Park, Belfast, Northern Ireland. Mr. Cleary, who qualified in 1931, had been in business at Cromac Street, Belfast, for over thirty years.

HILL.—In Kuala Lumpur, Malaysia, on January 31, Mr. Leonard Hill, overseas director of Optrex, Ltd., Wordsworth Road, Perivale, Middlesex, aged sixty-one. Mr. Hill was visiting the Far East on a wide-ranging marketing tour for Optrex at the time of his death. Having worked for Cadburys and Dae Health Laboratories, Ltd., Mr. Hill joined Optrex in 1940. On his return from the 1939-45 war, he was appointed overseas director and since that time he has continued to build and expand the company's export business until it was worth 32 per cent. of their sales.

HURST.—On February 11, in a motor accident, Mr. Peter George Hurst, M.P.S., 9 Berrycombe Hill, Bodmin, Cornwall. Mr. Hurst qualified in 1957. Mr. Hurst was killed when his car left the road when he was travelling from Bodmin to the pharmacy at St. Agnes.

LAXTON.—On February 10, Mr. William Mallard Laxton, M.P.S., 3 Stafford Drive, Broxbourne, Herts, aged eighty-one. Mr. Laxton served his apprenticeship in Cambridge and qualified in 1914. He gained experience in London, some of it at Allen & Hanburys, Vere Street, before opening on his own account in Tottenham in partnership with his wife, Mrs. Lucy Laxton, F.P.S., in 1926. Mr. Laxton at one time owned three pharmacies but latterly had only one. He is survived by his wife and his only son, Mr. W. J. F. Laxton, B.Sc., F.P.S.

O'GRADY.—On February 2, Mr. Edward O'Grady, M.P.S.I., 8 Michael Street, Waterford, Eire. Mr. O'Grady qualified in 1925. Having worked in a pharmacy of Hayes, Conyngham & Robinson, Ltd., Dublin, and later with the Boots organisation in London, he returned to his native Waterford and opened his own pharmacy, remaining in active business for over thirty years until ill health obliged him to retire some months ago.

OWEN.—Recently, Mr. Eugene R. Owen, M.P.S.I., 91 North Main Street, Youghal, Eire, aged seventy-five. Mr. Owen, who qualified in 1919, at one stage of his career owned three pharmacies (in Dunmanway, Middleton and Youghal), but about thirty years ago concentrated on the Youghal pharmacy. He was an avid reader, disposing of six books each week. He is survived by four sons, one of whom (Mr. Brian J. Owen, M.P.S.I., B.Sc. Pharm.), is in charge of quality control at Linson, Ltd., manufacturing chemists.

SENCICLE.—Recently, Mr. John Leslie Sencicle, M.P.S., The Pharmacy, The Droveaway, St. Margaret's Bay, Kent, aged sixty. Mr. Sencicle, who qualified in 1930, had been at St. Margaret's Bay since 1963. Before that he was in business with his father, Mr. Fred Sencicle, M.P.S., at 27 Long Street, Middleton, Manchester.

WALTON.—On January 21, Mr. Arthur Cyril Walton, M.P.S., Brambles, Bosney Bank, Lydden, Dover, Kent. Mr. Walton qualified in 1911.

## INQUESTS

Coroner's Appeal to Chemists.—An appeal to chemists to mark all medicines with the date of prescription was made by the Nottingham coroner (Mr. Anthony Rothera) at a recent inquest. Recording a verdict of "suicide" on a woman who died from an overdose of barbiturates, the coroner said unless bottles were dated it was often difficult for doctors treating the patient to discover how large a dose had been taken.

Death Attributed to Oral Contraceptive.—At a Bradford, Yorks, inquest on February 6, an open verdict was recorded on Mrs. Philomena Cullingford, 302 Barkerend Road, Bradford, who died in hospital on January 18, three months after she had stopped taking the contraceptive pill. Mrs. Cullingford, who was thirty-nine, was the mother of three children. A pathologist said that the cause of her death was pulmonary embolism due to deep vein thrombosis following a contraceptive agent. Asked by the coroner if he was sure the contraceptive pill could be associated with the cause of her death, the doctor replied: "In my opinion it was a factor." When the inquest was opened on January 21, Mrs. Cullingford's husband said that they had two boys aged fifteen and three and a girl aged thirteen. About two and a half years ago after the birth of the third child his wife began taking a contraceptive pill prescribed by the family doctor. "In October, because of the publicity about the danger, we discussed it and decided to stop taking the pill." Mr. Cullingford said his wife began suffering from phlebitis in December 1968, and was admitted to St. Luke's Hospital, Bradford, on December 31.

## N.H.S. STATISTICS

In ENGLAND during September 1968, 17,335,173 prescriptions (11,392,008 forms) were dispensed at a total cost of £10,358,411, an average of 143.41d. per prescription.



## TRADE NOTES

**Change of Distribution.**—From March 11, Jean Sorelle, Ltd., 111 Great Portland Street, London, W.1, are taking over the sole distribution (to all dealers) of the *Adagio* perfumes of Fiona Sands, Queensway, Croydon, Surrey.

**Change of Pessary Shape.**—E. R. Squibb & Sons, Ltd., Regal House, Twickenham, Middlesex, are in process of changing the cross-section of their Fungilin pessary from round to diamond. No change is being made in the composition of the pessary.

**Extent of Increase.**—Pharmax, Ltd., Thames Road, Crayford, Dartford, Kent, state that the dichloralphenazone content of their Paedo-Sed syrup has been increased by 66 per cent. (from 120 to 200 mgm. per 5 mls) and not as previously stated.

**Formula Corrected.**—Composition of Dioval forte tablets, new speciality of Wallace Laboratories (a division of Carter-Wallace, Ltd.), Folkestone, Kent, is 300 mgm. of aluminium hydroxide and magnesium carbonate co-dried gel, 100 mgm. of magnesium hydroxide and 250 mgm. of dimethylpolysiloxane [corrected note].

**Schizophrenia Explained.**—Family Doctor Publications, 47 Chalton Street, London, N.W.1, have added to their list of titles in the Family Doctor series "Schizophrenia — the divided Mind" (1s. 6d.). Copies are available to N.P.U. members through the National Pharmaceutical Union, 321 Chase Road, London, N.14.

**Tablets Now Imprinted.**—Brocades (Great Britain), Ltd., Trend House, Pyrford Road, West Byfleet, Surrey, announce that, in order to facilitate instant recognition of their products, all future production batches of Cyclo-spasmol and Disipal tablets are being sent out imprinted with the product name. No other change has been made in the tablet.

**Change of Distributor.**—Cussons Sons & Co., Ltd., Kersal Vale, Manchester, 7, announce that Simbix slimmers' biscuits are now being distributed by Ashe Laboratories, Ltd., Ashetree Works, Kingston Road, Leatherhead, Surrey. The two companies promise all possible arrangements to ensure a smooth transfer and to avoid any break in continuity of supplies.

**Diluent for a Speciality.**—Eli Lilly & Co., Ltd., Basingstoke, Hants, advise pharmacists that, if it is necessary to dilute elixir Amytal (i.e., if the prescription in metric calls for a dose of less than 5 ml.), the following diluent formulation should be used: Alcohol, B.P., 30 per cent., glycerin, B.P., 30 per cent., and purified water to 100 per cent. The speciality must not be diluted with water.

**Distributors in Eire.**—Upjohn, Ltd., Fleming Way, Crawley, Sussex, have appointed P. C. Cahill & Co., Ltd., 16 Bachelor's Walk, Dublin, 1, distributor of Upjohn human pharmaceuticals for the Republic of Ireland. The appointment takes effect on March 1. From that date all Irish orders previ-

ously sent to Messrs. Upjohn, at Crawley, should be directed to Messrs. Cahill; orders with wholesalers should continue to be sent to the wholesalers.

**From Wholesalers.**—Trentham Laboratories H.T.L. (Nottingham), Ltd., Easthorpe House, Loughborough Road, Ruddington, Nottingham, point out that, while their products Slim Disks and Intrim are being distributed by Potter & Moore division of E. C. de Witt & Co., Ltd., Seymour Road, London, E.10. (see *C. & D.*, February 8, p. 116), supplies of both products continue to be available through normal wholesaler channels.

**New Pack Sizes.**—ABBOTT LABORATORIES, LTD., Queenborough, Kent, are now issuing Erythrocin oral suspension and CVK with sulphas solution in 100-mil packs in addition to the 60-mil sizes. —BURROUGHS WELLCOME & Co., P.O. Box 129, 183 Euston Road, London, N.W.1, are making Septrin paediatric tablets available in packs of twenty and 100. Stocks of the 50-tablet packs should be dispensed first.

**Agencies Open.**—Pearmoss, Ltd., 53 Great Marlborough Street, London, W.1, point out that the agencies mentioned in the paragraph "Two Agencies in One" (*C. & D.*, February 15, p. 139) are those for Queen and Longcils only. The company's other agencies (perfumes of Robert Piguet, Madeleine de Rauch, Coryse Salome and D'Orsay and the Brigitte Bardot range of lipsticks and nail varnishes) are available in certain areas only.

**Lignin for Clinical Trial.**—Lignin filled into capsules by Therapharm, Ltd., 86a Richmond Road, Kingston on Thames, Surrey, is available from the company (under the name Lignilin) to prescribers interested in subjecting it to clinical trial. Lignin acts as a bile-sequestering agent. A report on trials carried out on the drug by a team at the Royal Infirmary, Edinburgh, was published in the *Lancet*, 1968, 2, 1170 (see *C. & D.* November 30, 1968, p. 552).

**Trade-in Offer.**—In order to stimulate shaver sales during the spring months, when business is normally slack, Remington Electric Shaver Division (Sperry Rand, Ltd.), Apex Tower, Malden Road, New Malden, Surrey, are offering 40s. and 30s. allowances for trade-in shavers surrendered by customers buying the company's Remington 800 or Remington 300 main-line models respectively. Age, make or condition of the trade-in is immaterial: what matters is that they are complete units. A special self-contained advertising campaign is announced for the national Press in mid March, continuing until mid May. Tie-in promotional material is available.

### Bonus Offers

BRISTOL LABORATORIES, LTD., Stamford House, Langley, Slough, Bucks, Telotrex (tetracycline hydrochloride, Bristol), 1,100 tablets or capsules invoiced as 1,000. Telotrex may qualify for the bonus yet remain part of a

£25 order and subject to extra 5 per cent discount.

GILLETTE INDUSTRIES, LTD., Great West Road, Isleworth, Middlesex. Foamy aerosol shaving cream. Twelve invoiced as eleven.

NATIONAL PHARMACEUTICAL UNION (distributors: Maws Pharmacy Supplies, Ltd., Barnet, Herts.). *Nu-fresh aerosol air freshener and fly-killer*. Extra 5 per cent. discount on order for 6 doz. or more (single or assorted). *Rose-hip syrup*. Extra 5 per cent. on order for 4 doz. or more.

SCOTT & BOWNE, LTD., 50 Upper Brook Street, London, W.1Y 2AE. *Fenjal* in wire merchandiser. Six small-size free with combined order for six small-size, six standard, one economy; two small decanters; and six talc. Any other twelve Fenjal items ordered additionally (except sachets) invoiced as eleven. *Skol*. Twelve invoiced as eleven with tax exemption. *Stablond shampoo*. Thirty-six sachets invoiced as thirty-three; twelve bottles invoiced as eleven. *Pretty Feet*. Lotion in "roll-on" free and tax-free with order for special counter merchandiser containing twelve special lotion in bottle and six gel, and nine lotion in "roll-on." 4711 *spring-freshness* bar. Three original shape 4711 free and tax-free on order for twelve trial size, twelve watch shape, three original shape, twelve Colognette 5's, two Colognette 20's, eight Cologne sticks and twelve Ice Cologne; Thirty-six flow-on in Ice Cologne display unit invoiced as thirty-three with tax exemption. 4711 *deodorants*. Three sticks free in counter merchandiser containing 1 doz. each of spray, stick and aerosol.

STAFFORD-MILLER, LTD., 166 Great North Road, Hatfield, Herts. *Joy-rides* tablets. Eighteen wallets invoiced as fifteen. *Sensodyne*. Twelve large size invoiced as eleven; six economy-size invoiced as five.

### Premium Offers

EYELURE, LTD., 8 Grosvenor Street, London, W.1. Refill lashes pack now on sale as coupon allowing 2s. 6d. off retail price of refill lashes. Coupon campaign extends from April 30 to October 31.

JOHNSON & JOHNSON, LTD., Slough, Bucks. Nappy Liners. Since February 17 packs of 100 and 50 are being issued with sixpence coupon entitling mothers to a reduction on next purchase. Packs containing the coupons have special flash overprinted in the top right-hand corner.

RONSON PRODUCTS, LTD., Randalls Road, Leatherhead, Surrey. Ronson electric shaver. Polaroid Swinger camera at saving of £3. Until July 31. (All Ronson shaver models qualify, but purchaser must fill in a special order form obtainable from the stockist and send it to the company's headquarters with the completed shaver guarantee card and remittance).

### Metricated

UPJOHN, LTD. To meet the requirements of the change to the metric system the following Upjohn products, while not reformulated, have been relabelled to give metric doses.—Albamycin syrup; Albamycin T paediatric; Kaomycin; Kaopectate; Lincocin syrup; Orthoxicol syrup; and Paminal elixir.

## INFORMATION WANTED

The Editor would appreciate information about:

Hygex detergent for cleaning glass,



## NEW PRODUCTS AND PACKS

### PHARMACEUTICAL SPECIALITIES

**New Packs of Granules.**—Macarthy's, Ltd., Chesham House, Chesham Close, Romford, Essex, have introduced the two new packs (shown in the illustra-



tion) of granules for preparing penicillin V mixture. Each makes 100 mls; they are in addition to the two packs previously obtainable (each making 60 mls).

### HORTICULTURAL SPECIALITIES

**Ready-measured Sachets.**—New additions to the familiar Toprose range of Pan Britannica Industries, Ltd., Britannica House, Waltham Cross, Herts, are ready-measured sachets of Toprose foliar feed, pest spray and disease



spray. "Just snip off the corner and mix with water." Each sachet has the basic black and gold format with red-rose motif of the Toprose range. Clearly stated on the front of each is the quantity that the sachet will make. A merchandising unit is available.

### FOODS

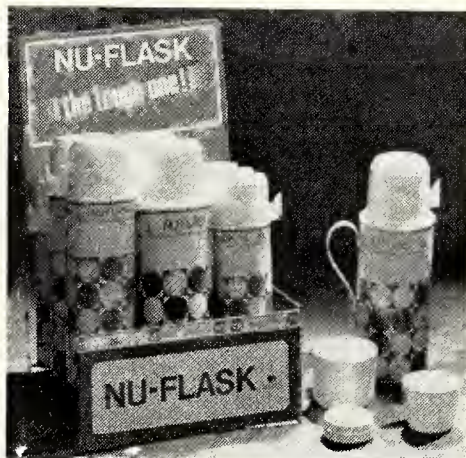
**New Label After Sixty-seven Years.**—Bovril Group Marketing, Ltd., P.O. Box 33, Bovril House, Southbury Road, Enfield, Middlesex, have given Marmite a new look — for the first time since the original 1902 label design. The new label, designed by S. H. Benson, Ltd., maintains the traditional colouring and look of the pack that has been made familiar during its sixty-seven years. The new label appears on all Marmite packs. Initially the 2-oz., 4-oz., and 8-oz. sizes feature a "Make a Tasty Gravy" flash with recipe on the back.



**Low-lactose Food.** — All tins of Cow & Gate low lactose food now contain a new formula product for use in the dietary treatment of hypercalcaemia in infants and children. In adult diets where a low or controlled calcium intake is required, the food may be used to replace cow's milk. The product is prepared by drying a vegetable fat blend of unhydrogenated coconut and maize oils, lactose, partially demineralised casein with certain mineral salts and mesoinositol and choline chloride. Calcium content is less than 0.1 in the dry powder. In the preparation of the food the processes involved in eliminating the calcium render the food deficient in certain vitamins and trace elements. The vitamins and minerals given with low-calcium food should therefore include vitamin A, thiamine hydrochloride, calcium pantothenate, ascorbic acid, tocopheryl acetate, biotin, folic acid, cyanocobalamin, and trace elements. Particulars and characteristics of the new formula may be obtained from the medical and research department, Cow & Gate, Ltd., London Road, Guildford, Surrey. The new-formula gas-packed tin contains 14 oz. (397 g.). Price is 10s. 6d.

### SUNDRIES

**Underlashes.** — New Underlashes (12s. 10d. per pair) introduced by Eylure, Ltd., 8 Grosvenor Street, London, W.1, are made by a technique that knots the lash hairs in groups on on "invisible" band, making them look "really natural". The underlashes are claimed easy to fix.



**REDESIGNED:** The N.P.U. flask range has been redesigned as illustrated. The flasks are of a revised construction incorporating latest improvements in manufacturing techniques and materials. In the range are four sizes (8 oz., 16 oz., 26 oz., and 36 oz., with or without handle); each is available in blue-and-white and red-and-white.

**Single-volt Hairdryer Model.**—Introduced just over two years ago, the

Ronson Rio hairdryer is now available in single-volt version (119s. 6d.). A spokesman of the manufacturers, Ronson Products, Ltd., Leatherhead, Surrey, said it had become evident from the company's market research that there was still a strong demand in Britain for single-volt hairdryers. The new models are available in grey or blue and have matching coloured grill frames. Their introduction means that Ronson now market a complete range from the single-volt Rio to the de-luxe version launched before Christmas, 1968.

**"Flask of the '70s."**—A new range of polypropylene vacuum flasks, claimed unique, has been produced by



Thermos, Ltd., Ongar Road, Brentwood, Essex. In bright colours, strong and versatile, the range is known as the Thermos "25" range. Handles on the cup and the body make the flask suitable for use as either a flask or jug, indoors or out. The polypropylene material used gives them toughness, durability and lightness. There are two sizes (16 oz., 10s. 6d. and 36 oz., 17s. 6d.), the larger size with two cups. Colours are red, blue and primrose, with white cups and bases. The 36 oz. flask is understood to be the largest plastic flask on the market.

### COSMETICS AND TOILETRIES

**Eye Range.**—Gala (Myram Picker, Ltd., Hook Rise, Surbiton, Surrey), have launched Eye Glimmers—a light "sheeny" cream (in nine colours) that does not cake or crease. Three of them (Sea Changes) go on white, and then turn to "misty, magic" colours. New Lashmaker, in luxury gold case, is claimed "everything a mascara should be"—it makes lashes darker, thicker, longer.

**Baby Bath Pack.** — Johnson & Johnson, Ltd., Slough, Bucks, have produced a bath pack (7s. 5d.) containing their baby powder (2s. 8d.) and baby oil (4s. 9d.) — no extra charge, for pack. The manufacturers state that the two brands are being retailed together so as to combine two essentials for bath time. For that reason the pack should be sited, they suggest, alongside toiletries in displays.





**AT COST OF CONTENTS:** Window pack presenting side by side Johnson's baby oil and baby powder at the combined standard price of each. The manufacturers, Johnson & Johnson, Ltd., suggest that the pack should be displayed among bath luxuries rather than on the baby counter.



**A NEW "STANDARD" PACK:** Shown is new 120-gm. standard pack of Get Set for greasy hair, alongside 303-gm. giant aerosol, claimed brand leader in the "jumbo-can" aerosol market. Get Set hairsprays in natural, superhold and for greasy hair are manufactured by Alberto-Culver Co., 44, Newington Causeway, London, S.E.1.

**British-made Aerosol Antiperspirant.**—Gillette Industries, Ltd., Great West Road, Isleworth, Middlesex, are launching from their factory at Reading, Berks, Right Guard antiperspirant, containing, they claim, "the strongest



anti-wetness agent ever marketed." The agent, an aluminium-chlorhydroxide complex, acts directly on the pores of the skin to limit dampness, while retaining the hygienic properties of Right Guard deodorant. The product is a powder in suspension, creating greater packaging problems than

alcohol-solution deodorants. The answer was found in a specially modified valve assembly designed to prevent clogging. When launched in the United States in 1965 Right Guard antiperspirant made such an immediate impact that it is already being marketed there in a second and larger aerosol. It is being made and sold in Britain at the recommended price of 9s. 11d. for the 175-gm. and 7s. 11d. for the 120-gm. cans. To encourage sampling by consumers there are price reductions at first of 2s. for the smaller and 1s. for the larger sizes.

**Conditioner, Nourisher, Moisturiser in One.**—A trio of triple-action skin-care products, all named Satura Algene (described as "an advanced new concept") has been elaborated by Dorothy Gray, Ltd., 45 Conduit Street, London, W.1, and is being put into distribution for sale in the shops from April 10. Principal ingredient is Irish moss, which, in the makers' words, "helps to recapture the skin's youthful bloom, combating dryness, which ages a woman's complexion, and diminishing wrinkles." All are coloured sea-blue. The face cream in the series (14s. 6d., 24s. 6d. and 43s.) is a blend of oils, moisturisers, lubricants and Irish moss extracts for patting into the skin and leaving for half-an-hour or overnight. Satura Algene triple-action facial balm (24s. 6d.) is for smoothing on before making-up, so as to give day-long pro-

tection and moisture-retention. Third member of the trio, body balm (29s. 9d.) is an emollient lotion to lavish all over after bath or shower. Packs are white opal containers, with gilt caps, packed in golden cartons. A leaflet accompanies each jar of Satura Algene triple-action face cream.

**Trio for Suntanners.**—New Outdoor Girl Tanfastic products Cool Down moisturiser (5s. 6d.), Sun Sheen transparent gel make-up (5s. 6d.) and Tan-



fastic natural sun-screening cream (7s. 3d.) are joining Satura in April. Makers are Myram Picker, Ltd., Hook Rise, Surbiton, Surrey.

**"Revolutionary" New Face Powder.**

—Latest product to come from Lancôme (England), Ltd., 14 Grosvenor Street, London, W.1, is Maqui-finish (42s. 6d.), described as a "revolutionary" new powder, "so fine it neither clogs nor mats on the skin and always holds its colour." The product is recommended as ideal for busy women, because it may be reapplied over a new make-up at any time (without the need to remove the previous make-up). Maqui-finish is available in five shades plus two translucent powders in either *clair* or *mat* which, while light and smooth, cover blemishes. The powder teams with Maquimat foundation or *Fond de Teint Solaire Mat* and may be bought either loose or pressed. For gift purposes there is a compact (with mirror) in 18-carat gold and mock suede (32s. 6d.), or a standard compact (24s. 9d.) which, for the price of a refill (13s. 6d.) has a mirror and washable velour puff (4s.).



New Maqui-finish products of Lancôme (England), Ltd.



# Correspondence

Letters when received must bear the name and address of the sender, not necessarily for publication. The Editor does not hold himself responsible for the views expressed.

## An Approach Commended

SIR,—A well produced letter for a new speciality Kelfizine recently introduced into the United Kingdom by Pharmitalia, Ltd. (see *C. & D.*, January 11, p. 31) shows that its compilers have a good grasp of the needs of dispensing pharmacists and of the doctor-pharmacist relationship. The booklet declares the company's intention to develop rigorously a policy designed to serve both professions. In so doing it sets a good example to some long-established manufacturers in the field.

THOMAS B. CHADWICK,  
Pulborough, Sussex

## Medical Aid for Biafra

SIR,—There is an acute shortage of drugs and medicines in Biafra and thousands of children, men and women die every day because the doctors have not enough tools to perform their professional duties effectively and efficiently. On humanitarian and professional grounds the Biafra Drugs Emergency Committee appeals for donations in order to save lives and relieve human sufferings. The Committee will appreciate any offer of drugs and medicines, particularly of antibiotics and anaesthetics or any donation of money to purchase drugs. Donations of drugs should be sent to Biafra Drugs Emergency Committee, c/o 30 Collingham Gardens, London, S.W.5, cash donations should be sent to Biafra Drugs Emergency Committee Account, A.C.B., Ltd., 80 Cheapside, London, E. C. 2.

MENAKAYA, M.P.S. (B),  
Secretary

## An Outstanding Success

SIR,—May we take this opportunity, through the courtesy of your columns, to thank all the members of the Cardiff Pharmacists' Committee and stewards who helped to make the meeting with the Home Secretary (Mr. James Callaghan, P.C., M.P.) such an outstanding success. We would also like to express our gratitude to Mr. Trotman-Dickenson (principal of the University Institute of Science and Technology) and Professor Cook (dean of the school of pharmacy) and all members of their staff for placing the Institute buildings at our disposal. Our congratulations to Mr. Watkins (catering officer of the Institute) who provided such an excellent luncheon for our guests.

EMLYN DAVIES,  
DAVID G. BURT,  
Llandaff

SIR,—We the undersigned, joint secretaries of the Cardiff Pharmacists' Committee, would like to thank all fellow pharmacists (nearly 500) who attended the very successful meeting held in Cardiff on February 16 (see p. 161). The occasion was historic in that it was the first time that a meeting of pharmacists in Wales had been addressed by a Cabinet Minister. In spite of the adverse

weather conditions prevailing over the previous few days, it was gratifying to the committee to see so many who had travelled considerable distances to attend.

L. HUMPHREYS,  
C. M. PATEL  
Cardiff

## Changeover to Metric

SIR,—Surely all the articles teaching us how to deal with prescriptions after March 3 are putting the cart before the horse. A careful analysis of the details given indicate that the time necessary to dispense a prescription will at least quadruple. There are two possible approaches to solving this problem. One is to demand, and I mean demand insistently, an immediate increase of dispensing fee to four times its present value. The other, more reasonable, solution, which would not cost the Service so much, is to rule that prescriptions not ordered entirely in metric shall not be valid. That solution is perfectly simple, perfectly obvious, and I am utterly amazed that it has not already been insisted upon by the Ministry, the pricing bureaux and the Chemist Contractors' Committee.

C. R. THEWLIS,  
Middlesbrough, Yorks

## Student Exchange Scheme

SIR,—I would like to bring the attention of your readers to the International Pharmaceutical Students Federation's student exchange scheme. This is a scheme which enables foreign students of pharmacy to spend a period of time, usually 1—3 months, in the British Isles. During that time they stay with a pharmacist who gives them insight into the practice of pharmacy in Great Britain. The success of this scheme depends entirely on the ability of the I.P.S.F. liaison secretary to find suitable hosts for the foreign students. In the past most jobs have been found in hospitals, but retail is becoming more and more popular. Students have proved most useful at a time when shops are understaffed as a result of annual leave. This scheme also applies to British students wishing to spend part of the summer abroad, combining a holiday with professional experience. Any pharmacist, whether in hospital or retail, wishing to know more about the scheme or interested in acting as host to a foreign student, should contact me as soon as possible.

CELIA BAGNALL,  
I.P.S.F. Liaison Secretary  
65 Cecile Park,  
London, N.8.

## Congratulations to Irish Pharmacy

SIR,—Congratulations are due to pharmacists in the Republic of Ireland concerning the new "Statement of Guidance" (*C. & D.*, February 1, p. 92) with its positive policy for ethical pharmacy. The code states the ideals of the ethical pharmacist, but in

no way is it restrictive, accenting positive action not prohibition. My attention was engaged at the beginning with the introduction of the personal touch — "showing the same attention to every person availing of his services." It was held through the ethics of pharmacy we know so well to the final points — "taking an active interest in his professional organisation" and "striving to enlarge his professional knowledge" and, with compassion "to support the Benevolent Fund of the Pharmaceutical Society of Ireland." In a sense the code goes much further than our own "code of ethics" — but constructively, not prohibitively. It is a code to live by, not a series of prohibitions to strangle and to die by.

ENID LUCAS-SMITH,  
Slough, Bucks

## Company Policy

SIR,—May I comment briefly on Mr. Slater's letter in your issue of February 1 (p. 100). Towards the end of 1968 we carried out a comprehensive survey into, and a rationalisation of, our distribution arrangements, and have ensured that Pfizer ethical pharmaceutical products are readily available to all retail chemists throughout the United Kingdom. At least five of our accredited wholesalers cover Swindon. Having said that, we do not consider that the trade Press is the proper forum in which to discuss either our commercial policy or our decisions with regard to any particular company. At the time we notified Messrs. Ucal of the reasons for our decision not to appoint them one of our wholesalers, and this in no way reflects adversely on the relationship we have enjoyed with them in the past.

W. SHARP, B.Sc., M.P.S.,  
Marketing Director,  
Pharmaceutical division,  
Pfizer Ltd..

## Educating the Public

SIR,—Do you not think that more attention should be paid by the national Press to informing the public about the changeover to metric, bringing out such points as that patients' bottles may be only partially filled, that tastes and strengths of medicines will be different and that, for most, the dose will be much smaller than they have been accustomed to. It is a pity that those who formulate the new regulations do not have a 3—6 months' practical apprenticeship in varying neighbourhoods, particularly in places where people are inclined to be "strong in the arm and weak in the head." Recently I had a 5-ml. spoon returned as it was not big enough! Another customer preferred to drink from the bottle and always would! That was nothing to the lad who came back and said his father was instructed to take two 5-ml. spoonful but was only given one spoon. Big headlines informing patients that they should read the



back of the EC10 would be of help too; 50 per cent. of patients have never seen the back of one—the other 50 per cent. haven't got their glasses.

JOHN S. JONES,  
Castle Gresley, Staffs

### Where to Attack

SIR,—Why all this fuss about the new metric system? Surely as pharmacists we can cope with this and, although the first few weeks will present problems, there is little doubt that, in the long run, everyone will benefit. What could be more awkward than 4.375 grains in 1 fl. oz. = 1 per cent. 1 gm. in 100 ml. is so much easier! Instead of moaning about arithmetical changes, why don't we continue to press for adequate remuneration for professional services rendered? The medical practitioner gets away with it every time. For example:—

1. A flat refusal to adopt coloured EC 10's, with the result that the pharmacist is faced with considerable unnecessary clerical work.
2. Freedom to prescribe, after March 3, in either metric or imperial, thus giving pharmacists the extra work of conversion.
3. Clinging like limpets to an antiquated, out-dated and grossly unfair rural dispensing system.
4. (*The unkindest blow of all*) an 8 per cent. salary increase back-dated to January 1—approved, so we are told,

to keep them in line with the general rise in the population's wage packets.

By contrast the pharmacist gets:—

- 1 No rise.
- 2 Considerable extra unpaid work.

When, oh when, shall we be strong and united enough to tell the Minister, in no uncertain terms, that we are not inferior beings, not the "whipping boys" of the Health Service? In no other country would pharmacists tolerate this state of affairs.

B. KENT JONES,  
Leyland, Lanes

### Letters Galore

SIR,—Following upon the recent announcement of the proposed 8 per cent increase for doctors and dentists—may I comment: What apathy must prevail in our negotiating body! It does not seem long ago since these colleagues in the National Health Service received an increase of up to £1,000 p.a. and the pharmacists an oncost cut of 3½ per cent. Now, with the metric dispensing, we shall receive even less remuneration, for whereas previously we dispensed 12 oz. of medicine (approx. 360 ml.) we shall now supply 200 ml., and 20 oz. (approx. 600 ml.), will shrink to 300 ml. Of course we will be paid 1/100th of a penny per spoon! How long will the pharmacist be able to take these continued "knocks", viz.:—

- i 3½ per cent. cut in oncost.
- ii Selective exemption tax.

- iii 2s. 6d. charge per item.
- iv Lower volume of dispensing due to metric system, therefore lower oncost.
- v All fees—especially "urgent" fee—out of date.
- vi Container allowance subsidised by the pharmacist (e.g., when 2 x 20 oz. of a mixture is prescribed we receive one dispensing fee and one container allowance).

Pharmacists! Write letters galore now bringing pressure to bear on our M.P.s and negotiating bodies (dead or alive?), because another review of our notional salary is due in the spring! We are "professional" gentlemen—let us act and receive a remuneration in keeping with the trust placed in us.

D. G. EDWARDS,  
Abergele, Denbighs

### Hong Kong Influenza Vaccine

SIR,—During the past few weeks we have learned to appreciate the many difficulties that have confronted our colleagues in the hospital, retail and wholesale branches of pharmacy in handling this vaccine. I have also been acutely aware of the problems my production and sales colleagues have been attempting to resolve. Since early December, we have, at intervals, been receiving batches of bulk vaccine. These had to be tested for sterility in bulk. They were then filled at record speed into vials or ampoules, each batch of which had again to be tested for sterility. Manufacturing and sterility protocols of those batches were then submitted for official sanction. We then set out to supply vaccine in conformance with the priority scheme recommended by the Department of Health and Social Security. As we are all aware, demand was over-stimulated by outside forces and, in consequence, we had a flood of orders. Had we met orders by spreading each batch across the board, our customers would have each received one or two doses or even no vaccine at all. It was obviously necessary to allocate reasonable quantities for expected batches in advance of arrival. All would have gone well had all batches arrived in expected order, which they did not, and had all batches passed tests which again they did not. Our distribution system was further handicapped by the postal delays which occurred at this time. As a result, there have been occasions when some customers received vaccine later than their competitors. More letters, and especially telephone calls, arrived and for almost a month our switchboard was so jammed that we found it difficult to telephone our own units. We now believe that we have met all demands made upon us but if, in the midst of the nightmare, we have given cause for concern to any of our many friends, we regret this and would like them to know how hard we were trying to help them. We also wish to acknowledge the immense help we have had from wholesalers in effecting a wide and equitable distribution of vaccine as soon as it became available.

NORMAN BERRY, *General Manager*,  
BURROUGHS WELLCOME & Co. (U.K.)  
London, N.W.1

## DEVOTED SERVICE RECOGNISED

### North Londoners' gift to Mr. Aldington

FEATURE of the 1969 dinner and dance of the North London Pharmaceutical Association on February 16 was that it was made the occasion of a presentation by the Association's president (Miss Anne Felton) to Mr. Allen Aldington, for a long period of years in business (and resident) in the Association's "parish," for almost as long an Association member, for periods secretary and president, and still a committee member. Making the award, Miss Felton recalled how Mr. Aldington had also promoted the interests of the Association's members in many other capacities—as member of Executive and past-chairman of the National Pharmaceutical Union, Council member and past-president of the Pharmaceutical Society of Great Britain, member of the London County Pharmaceutical Committee and London Executive Council, council member and past chairman of the Photographic Dealers' Association, and so on. The award—the beaten silver carafe shown in the illustration—is literally unique, fashioned by a North London silversmith on the model of an equally unique Italian glass vase, and now bearing around its base the engraved inscription "Presented by the North London Pharmaceutical Association to Allen Aldington in recognition of his services to pharmacy. February 1969."

Mr. Aldington warmly acknowledged the gift and professed his continued devotion to the Association. At the dinner the toast "The Ladies and Guests" was proposed by Mr. John Edwards, and on behalf of both cate-



The engraved inscription is round the base.

gories Dr. Frank Hartley (dean of the school of pharmacy, University of London) responded. Dr. Hartley took occasion to mention the close links between school and Association, and praised the Association's pioneer work in organising co-operation between members and students on a model now widely adopted among Branches of the Pharmaceutical Society. As usual at North London's annual functions there was later a professionally presented floor show, given a degree of comic relief by the antics of amateurs conscripted from the floor. Dancing followed till 1 a.m.



# From 1st Dec. 1968

## Tetracycline payment based on

# TETRACHEL\*

### prices

"The Central NHS. (Chemist Contractors) Committee has agreed with the Ministry of Health that for pricing of December prescriptions onwards, payment for capsules, tablets and syrup of tetracycline hydrochloride ordered by generic name on Form E.C.10 will be based on the price charged for Tetrachel"

(Chemist and Druggist (1968), 190,321)

## for maximum profit ORDER NOW

To meet both open and TETRACHEL scripts

"A written indemnity against any liability for patent infringement is available, on request, to all purchasers and distributors of TETRACHEL".

### PRESENTATION

TETRACHEL tetracycline tablets B.P. Containers of 100 and 1,000.

TETRACHEL tetracycline capsules B.P. Containers of 100 and 500.

TETRACHEL tetracycline syrup: contains tetracycline equivalent to tetracycline hydrochloride B.P. 125 mg in each 5ml. Containers of 500ml.



Full information is available on request.

**BERK PHARMACEUTICALS LIMITED, GODALMING, SURREY, ENGLAND.**

TETRACHEL is marketed in England under licence from the Pfizer Corporation. Brit. Pat. No. 747, 779.

\*Trade Mark

J.2765





# Don't let CushionGrip ads catch you out of stock

*CushionGrip does what it says* – that's the main reason sales of this unique denture liner show such steady growth – why enthusiastic testimonials are already pouring in.

You'll be seeing one of these glowing personal reports in CushionGrip advertising this year – in a whole scatter of regular high-impact ads in National and Local Sunday newspapers.

*And remember* – CushionGrip is unique. Only CushionGrip can ensure a perfect, comfortable fit for dentures without stickiness and daily re-application.

## CushionGrip

brings back the comfort of that 'own teeth' feeling.

White Laboratories Ltd., Penarth St., London SE15.



**NEW  
DISPLAY  
OUTER**

12 CushionGrip packs come in this bold new sales-aid which actually shows customers how CushionGrip can help them. Millions of people in Britain have denture trouble. So put your CushionGrip Display Outer where they will see it!



# Cumulative price changes

AMENDING C & D  
QUARTERLY PRICE LIST  
FOR MARCH 1969

## HOLD ON TO THIS SUPPLEMENT!

It contains information  
that will not be repeated

(Note: If you lose a sheet, please apply to the Publisher for a replacement.)

To know whether a product has changed in price since the current Quarterly Price List appeared, look at the index which follows. If the product is listed, turn to the page number indicated. If not, turn to the Q.P.L. itself for the price of the product.

2-Minute Magic, 12	Carbital, 5	Distaquaine-VK, 2	Jackal, 4	Monekil, 4
10 Day, 6	Cardinelli, 5	Dr. Sawyers, 5	Jean Patou, 4	Monsieur Net, 4
No. 90, 12	Carena, 5	Dorot, 2	Jicky, 10	Morgan's, 4
4711, 6	Cassells (Dr.), 5	Dorothy Gray, 5, 11	Johnsons, 2, 10	Morphy-Richards, 4
Abunda, 11	Cebevion, 11	Duobac, 5	Joy, 4	Morr Mel, 9
Acc, 6	Cellogen, 11	Duodom, 5	Juvite, 10	Mum, 9
Actifs, 6	Cephos, 5	Duttons, 5	Kakonet, 4	Musterole, 4
Adaptaplast, 2	Cestra, 5	Dygon, 11	Kara-B, 4	Nappi-Change, 4
Aladdin, 2	Chant d'Aromes, 11	Edixa, 5	Karodor, 4	N.C.A., 2
Algamarine, 11	Charco-lax, 11	Edixamat, 5	Kelferon, 4	N.H.&S., 4
Algimarin, 6	Cherry Orchard, 5	Elation, 11	Kelfolate, 4	Nirolex, 9
Alopecinin, 6	Chiclets, 11	Enterfram, 2	Kemo, 4	No-Paine, 4
Alphakil, 6	Cinamax, 5	Eric Douglas, 5	Kemoform, 4	N.P.U., 9
Alphadine, 6	Codelcortone, 5	Erythrocin, 11	Keswick's, 10	Nordina, 4
Aluphos, 2	Cold Disks, 2	Ever Ready, 11	Kobena, 4	Nutramigen, 2
Ambray, 2, 11	Colistol, 5	Extra-Tail, 2	Kodak, 10	Ocusol, 9
Amour Amour, 6	Combestrol, 2	Felica, 5	Kopertox, 4	Ode, 9
Anaderm, 6	Conqueror's, 5	Felilux, 5	Lancome, 2	Outdoor Girl, 2, 9
Anagesic, 2	Coopers, 2	Femerital, 5	Leucodinin, 4	Pal, 4
A-pek, 6	Correna, 5	Femfresh, 2	L'Heure-Bleue, 10	Paracodol, 2
Apres L'Ondee, 11	Cortistab, 11	Finifume, 5	Limmits, 4	Paterson, 4
Aquasan, 6	Cortril, 2, 5	Fluer de Rochaille, 5	Liu, 10	Penidural, 2
Aquamox, 2	Cow and Gate, 5	Folie, 11	Lofenalac, 2	Pepsodent, 2
Aquamox-R, 2	Cuemid, 5	Froment, 10	Louis Philippe, 4	Periactin, 2
Ardinex, 2	Curequick, 5	Fynnon, 5	Mac, 10	Perihemin, 4
Arlef, 6	Cussons, 2	Gacovin, 2	Mary Quant, 10	Phenidex, 2
Arsenicol, 2	CVK with Sulphas, 11	Gala, 10	Mastol, 4	Phenoda, 9
Aspergum, 11		Gamgee, 5	Matmed, 4	Phensic, 4
Aychar, 6	Dactil, 5	Gastrovite, 5	Maws, 2	Phosferine, 4
Bardase, 6	Dalivits, 5	Genisol, 2	Meladinine, 4	Phospholine
Bartex, 11	Danistol, 5	Gladys Cooper, 5	Melolin XA, 4	Iodide, 9
Beecham's, 6	Decortisyl, 2	Gravol, 2	Mentho-Lyptus, 10	Photopia, 4
Bellogia, 6	Delta-Cortelan, 11	Guerlain, 5, 10	Metamucil, 4	Phyllosan, 4
Benazma, 2	Deltacortone, 5	Gumtex, 4	Methotrexate, 4	Pinoletta, 4
Betadine, 5	Dentyne, 11	Hall's, 4	Methotrexate	Placentubex, 2
Betagen, 5	Di-Adreson, 5	Happy Feet, 10	parenteral, 4	Placentubex C, 2
Better Off, 11	Di-Adreson F, 5	Helena	Midnight, 10	Plus, 4
Bislumina, 5	Diajel, 2	Rubinstein, 5, 10	Mimospray, 4	Precortisyl, 2
Bisolvon, 11	Diater, 5	Hexital, 4	Miners, 9	Propa PH, 4
Bodryl, 5	Diawat, 5	Histosol, 4	Minette, 4	Psorox, 2
Bronnley, 11	Dimytil, 2	Hydrocortisyl, 2	Minolta, 9	Pynefume, 4
Bufferin, 2	Dinnefords, 5	Hydrocortone, 4	Minpek, 4	Pyrex, 9
Calamet, 5	Diovol, 2	Inco, 2	Miranda, 4	Q.T., 9
Caline, 5	Disbactric, 5	Inderal, 2	Mistol, 4	Quaalude, 9
Caperns, 2	Disfex, 5	Intrim, 4	Mitsouko, 9	Quellada, 4
Calazean, 5	Distalgesic, 5	Iron Jelloids, 4	Moment Supreme, 4	Regula, 4

### AMENDMENTS TO KEY TO SUPPLIERS

1372 Santillan = Santillan (London), Ltd.  
20' Bedford Chambers, Covent Garden, London W.C.2.  
1521 Pharm Dis = Pharmaceutical Distributors, 10 West Bar Green, Sheffield, S1 2 DA.  
0742-29238.  
1533 Siddonia = Siddonia Ltd., Crown House, London Road, Morden, Surrey 01-542 6111  
1536 RDP = Rational Diet Products, Gloucester, GL1 3QB. OGL2-21291.

Rennie, 2	Sweet 'n Low, 8
Right Guard, 2	Syntone, 3
Ronson, 2	Taylor of London, 8
Rynabond, 2	Terra-Cortril, 3
Salter, 4, 9	Thermos, 8
Sanatogen, 4	Tokalon, 3
Sanoid, 2, 4	Toprose, 3
Satura, 9	Tosca, 3
Schiaparelli, 3	Trentham, 2
Sea Jade, 3	Tribactric, 3
Secret of the Sea, 9	Trimetts, 2
Septex, 9	Tusseprin, 8
Septin, 9	Tussoids, 3
Serenace, 3	Udenum, 3
Sevilan, 2	U.F.I., 3
Simbix, 9	Ufide, 3
Simpkin's, 3	Unomat, 3
Singha (Dr.), 3	Vanispor, 3
Skil, 2	Varicrepe, 8
Slim Disks, 3	Varon Dandy, 2
Solabra, 3	Vi-Daylin, 8
Soligor, 3	Videnal, 3
Solray, 3	Vol de Nuit, 8
Sous le Vent, 9	Wata, 3
Special Appoint-ment, 9	Watalux, 3
Spillers, 2	Watameter, 3
Sporodyl, 2	Wella, 3
Step, 9	Welldorm, 3
Sugrosa, 3	Weston, 3
Sure, 3	Zim, 3
Surgaseptic, 3	Zom, 3
Suthers, 3	

## THIS WEEK'S CHANGES

Prices are given in the sequence Trade Price per Doz.; Purchase Tax per Doz.; Retail Price. Bold upright figures (2 9) in the retail price column indicate that the price is subject to resale price maintenance; italic figures (2 9) that it is recommended by the manufacturers; and light upright figures (2 9) that it is "notional" as a guide to the retailer in determining his own retail price.

A 2-Minute Magic (385 DG)	116cc	6	1ea	3	4ea	13	0	creme hydrante	110gm	—	—	48	6
A No. 90 (548 Guerlain)	15cc	—	—	—	—	32	0	deodorant spray	—	—	—	40	0
bath oil	200cc	—	—	—	—	30	0	dusting powder	—	—	—	47	6

eau de Cologne	45cc	—	—	37	6
	95cc	—	—	62	6
	190cc	—	—	90	0
spray	72cc	—	—	72	6
film spray lotion	—	—	—	56	0
lotion vegetale	233cc	—	—	70	0
perfume	7cc	—	—	87	6
	15cc	—	—	130	0
	25cc	—	—	210	0
	50cc	—	—	355	0
	115cc	—	—	560	0
spray	7cc	—	—	100	0
talcum powder tin	—	—	—	14	0
bottle	—	—	—	19	6

the most versatile digitalis glycoside

## LANOXIN<sup>brand</sup> DIGOXIN

TABLETS • SOLUTION • INJECTION • PÆDIATRIC ELIXIR

BURROUGHS WELLCOME & CO. (The Wellcome Foundation Ltd.) LONDON





toilet water	95cc	—	—	69	0
	245cc	—	—	125	0
spray	100cc	—	—	110	0
refill	100cc	—	—	65	0
<b>A Abunda (385 DG)</b>					
cream	14cc	5	10ea	3	3ea 12 5
<b>Algmarine (1169 G5 &amp; 5)</b>					
foam bath	No. 4	53	0ea	19	5ea 99 0
<b>Ambray (617 Holloway)</b>					
hairspray aerosol					
	3oz	23	0	12	4 3 11
	12oz	42	8	23	0 7 3
<b>A Apres L'Ondee (548 Guerlain)</b>					
perfume	25cc	—	—	105	0
<b>Aspergum (1333 Wh)</b>					
tablets	50	46	0	16	10 7 0
<b>D Bartex (477 AF &amp; B) existing entry</b>					
<b>I Bartex (477 AF &amp; B)</b>					
sunglasses					
children's					
	690	8	0	—	1 0
	691	10	0	—	1 3
	692	14	0	—	1 9
	693	18	0	—	2 3
ladies					
	694	20	0	—	2 6
	696/7/8	23	4	—	2 11
	699	28	0	—	3 6
	6911/2/4/5/6	31	4	—	3 11
	6917/8/20/21/22/23	36	0	—	4 6
	6924/5/6	39	4	—	4 11
	6930/2/4/5/6	47	4	—	5 11
	6938/9/40/41	52	0	—	6 6
	6942/3/5/6/7/8	63	4	—	7 11
	6949/50/51/52	79	4	—	9 11
	6953	100	0	—	12 6
	6954/5/6/7/8/9/				
	60/61/62	103	4	—	12 11
	6963/5/6/7	127	4	—	15 11
	6968	180	0	—	22 6
	6969	220	0	—	27 6
gent's					
	694	20	0	—	2 6
	695	23	4	—	2 11
	699	28	0	—	3 6
	6910/13/15	31	4	—	3 11
	6918/9	36	0	—	4 6
	6927	39	4	—	4 11
	6930/1/3	47	4	—	5 11
	6937	52	0	—	6 6
	6942/4	63	4	—	7 11
	6964/5	127	4	—	15 11
	6969	220	0	—	27 6
clip-over M1					
Flip-Clips					
	60	0	—	7	6
	220	0	—	27	6
ladies polarised					
PL/81/82					
PL/85/86/810					
	196	0	—	24	6
	204	0	—	25	6
gent's polarised					
PL/80/83/84					
PL/87/88/89					
PL/811					
PL/812/3/4/5/6/					
7/8					
PL/819					
PL/820					
clip-overs PL/M1					
Flip-Clips FL/PL					
	168	0	—	21	0
	96	0	—	12	0
ladies' metal frames					
M69/2					
M69/4					
M69/5					
	84	0	—	10	6
	100	0	—	12	6
	120	0	—	15	0
gent's metal frames					
M69/1/2					
M69/3					
M69/6/7					
M69/8					
	84	0	—	10	6
	100	0	—	12	6
	140	0	—	17	6
	180	0	—	22	6
sunglasses with chain					
ear-ring attachment					
granny gills					
A15695/6/7					
	23	4	—	2	11
<b>A Better Off (385 DG)</b>					
for the face	30gm	6	10ea	3	9ea 14 6
for the legs	115gm	5	11ea	3	3ea 12 9
<b>Bisolvon (154B)</b>					
ablets	1000	336	0ea	504	0
<b>D Bronnley (194 Bronnley) existing entry</b>					
<b>I Bronnley (194 Bronnley)</b>					
after bath Cologne					
	0733/34	—	—	3	3
	0735	—	—	8	9
	0738	—	—	12	6
baby lotion	0270	—	—	4	6
powder	0277	—	—	4	3
soap	0132	—	—	2	10
bath ball	0108	—	—	12	0
bath crystals					
	0074; 0402	—	—	10	6
	0404	—	—	18	6
cubes	0066	—	—	11	
essence pine					
	0928	—	—	12	6
bubble bath oil					
	0723/24	—	—	3	0
	0725	—	—	8	0
	0728	—	—	11	3
hand lotion	0703/04	—	—	2	11
	0705	—	—	7	5
	0708	—	—	10	3
Happy Hands	6408	—	—	5	0
bath day					
	6409	—	—	5	1

soap					
beauty toilet	0661	—	—	2	10
export de luxe					
	0112	—	—	4	4
lemon toilet	6122	—	—	2	6
bath	0613	—	—	4	6
soap on a					
rope	0619	—	—	11	0
pine toilet	0652	—	—	2	6
bath	0653	—	—	4	3
pre-make up	0521	—	—	2	6
sponge	0109	—	—	9	3
sulphur	0144	—	—	2	6
turtle oil					
toilet	0642	—	—	2	1
bath	0643	—	—	3	4
visitors	0641	—	—	1	5
talcum powder					
	0713/14	—	—	2	9
	0715	—	—	5	9
	0718	—	—	8	0
<b>I Cebeviton (1545 Vestric)</b>					
tonic	5oz	80	6	—	—
	80oz	73	0ea	—	—
<b>R Cellogen (385 DG)</b>					
cream	30cc	10	0ea	5	6ea 21 6
	55cc	16	9ea	9	3ea 36 0
hand cream	30cc	5	4ea	2	11ea 11 6
	55cc	9	1ea	5	0ea 19 6
<b>A Chant d'Aromes (548 Guerlain)</b>					
bath oil	15cc	—	—	32	0
creme hydratante					
	110gm	—	—	48	6
deodorant spray				40	0
dusting powder					
with puff				47	6
eau de Cologne					
	45cc	—	—	37	6
	95cc	—	—	62	6
	190cc	—	—	90	0
spray				72	6
film spray lotion				56	0
hair spray				30	0
lotion vegetale					
	233cc	—	—	70	0
perfume					
	7cc	—	—	87	6
	15cc	—	—	130	0
	25cc	—	—	210	0
	50cc	—	—	355	0
	110cc	—	—	510	0
spray					
refill	7cc	—	—	97	6
	7cc	—	—	65	0
soap toilet (3)	2 1/2oz	—	—	30	0
bath (3)	5oz	—	—	53	6
talcum powder tin				14	0
glass bottle				19	6
toilet water	95cc	—	—	69	0
	245cc	—	—	125	0
spray	100cc	—	—	110	0
refill	100cc	—	—	65	0
<b>A Charco-lax (698 Keswick)</b>					
tablets	25	4	9	3	3 9
	41	0	15	0	6 6
	74	0	27	0	11 9
<b>I Chiclets (9 AB5)</b>					
	6	2	1	4	6
	(20pkts)	(20pkts)			
<b>Cortistab (147 Boots) T5</b>					
eye drops	3mils	3	9ea	—	5 0
ointment	3gm	3	0ea	—	4 0
<b>CVK with Sulphas (2 Abbott) ts4B</b>					
solution	100mils	5	10ea	—	8 9
<b>Delta-Cortelan (518 Glaxo) T5</b>					
tablets 5mgm	500	57	3ea	—	76 4
<b>C Dentyne (9 AB5)</b>					
	6	2	1	4	6
	(20pkts)	(20pkts)			
<b>A Dorothy Gray (385 DG)</b>					
beauty case	small	75	0ea	27	6ea 146 0
	large	126	2ea	46	3ea 245 3
bracing cream	30cc	78	0	43	0 13 10
Bright Mist spray					
set					
	76	0	42	0	13 7
cleansing cream					
liquefying	55cc	72	0	40	0 12 10
	115cc	116	0	64	0 20 11
	200cc	170	0	94	0 30 4
cream rouge					
dry skin					
cleanser	55cc	72	0	40	0 12 10
	115cc	116	0	64	0 20 11
	200cc	170	0	94	0 30 4
extra rich night					
cream	30cc	76	0	42	0 13 6
	55cc	124	0	68	0 22 0
	115cc	186	0	102	0 33 0
eye beauty					
cream	14cc	61	0	34	0 10 11
eyebrow pencil					
	23	0	13	0	4 1
eye make-up					
remover	12cc	40	0	22	0 7 1
tube	51	0	28	0	9 2
hand cream	55cc	62	0	34	0 11 0
	115cc	95	0	52	0 16 10
	200cc	167	0	92	0 30 0
lipstick gold burst					
	58	0	32	0	10 4
glace fruits					
	64	0	35	0	11 6
new masque frappe					
orange-flower skin					
lotion	116cc	70	0	39	0 12 6
	290cc	132	0	73	0 23 6
Perfemma					
portrait make-up					
protective lotion					
	116cc	69	0	38	0 12 3
quick cleanser					

roll-on deodorant	116cc	69	0	38	0 12 3
and antiperspirant					
	55cc	55	0	30	0 9 9
spray					
salon cold cream					
	55cc	72	0	40	0 12 10
	115cc	116	0	64	0 20 11
	200cc	170	0	94	0 30 4
sensitive skin					
cream	30cc	76	0	42	0 13 6
	55cc	124	0	68	0 22 0
	115cc	186	0	102	0 33 0
shampoo "natural					
glo"	116cc	66	0	24	0 11 3
soap	3 1/2oz	36	0	13	0 5 9
special dry-skin					
mixture	30cc	76	0	42	0 13 6
	55cc	141	0	78	0 25 2
	115cc	246	0	135	0 43 8
stay-matt	30cc	66	0	36	0 11 8
texture lotion					
	116cc	70	0	39	5 12 6
	290cc	132	0	73	0 23 6
whitening cream					
	30cc	70	0	39	0 12 5
Young and Lovely					
beauty lotion					
blusher	57	0	31	0	10 3
	71	0	39	0	12 9
cleansing grains					
	58	0	32	0	



Froment (600 JH)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



[illegible]



# 10% discount off all orders placed direct with Co-Caps for Tetracycline & Penicillin V-K

Co-Caps, 361 Lillie Road, London, SW6. Telephone: 01-370 4664

Juxe					
20303; 20308;					
20319; 20321;					
20327; 20328	28	0ea	15	5ea	60 0
metal					
10763	37	4ea	20	6½ea	80 0
10761; 10762	42	0ea	23	1ea	90 0
10764	46	6ea	25	7ea	100 0
mother of pearl					
10603; 10604	36	2ea	19	11ea	78 0
10760	51	0ea	28	0½ea	10 0
opal glass					
10220	19	7ea	10	9ea	42 0
10205	27	3ea	15	0ea	58 6
petit points					
10621	30	4ea	16	8ea	65 0
silver plated					
20410	68	0ea	37	5ea	147 0
standard					
20108; 20110;					
20115; 20116;					
20117; 20118;					
20119; 20120	22	6ea	12	4½ea	48 6
Vieux Rouen					
10501; 10506;					
10507; 10508	25	4ea	13	11ea	54 6
10451	27	3ea	15	0ea	58 6
10752	37	4ea	20	6½ea	80 0
• Sweet'n Low (375 DFB)					
sweetener sachet					
50	—	—	—	—	2 9
4oz	—	—	—	—	3 3
A Taylor of London (1541 ToffL)					
bath essence					
2oz	12	6ea	6	8ea	25 6
4oz	23	6ea	11	9ea	46 0
10oz	58	0ea	26	0ea	100 0
bath oil					
1oz	14	3ea	7	7ea	29 0
dusting powder					
12	0ea	6	4ea	24	6
lavender for linens					
1oz	5	3ea	2	7ea	10 6
2oz	8	3ea	4	3ea	16 6
4oz	12	0ea	6	4ea	24 6
8oz	18	0ea	9	6ea	36 6

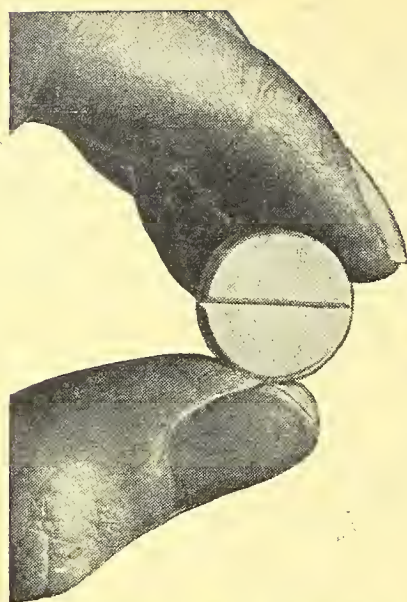
perfume					
3cc	7	3ea	3	10ea	14 6
½oz	12	6ea	6	8ea	25 6
1oz	22	0ea	11	9ea	45 0
1oz	36	10ea	19	0ea	73 0
pomanders Crown					
Staffordshire,					
American Song-					
birds, Old London					
Cries, Orange					
Blossom, Coaching					
Scenes, Dresden					
Spray					
20	6ea	10	10ea	42	0
pomanders Wedg-					
wood, Hathaway					
Rose, Country					
Garden					
26	0ea	13	9ea	52	9
Blue Jasper					
42	9ea	22	8ea	87	0
Blue Jasper Bowl					
65	0ea	8	10ea	106	0
pot-pouri					
1oz	5	3ea	2	7ea	10 6
2oz	8	3ea	4	3ea	16 6
4oz	12	0ea	6	4ea	24 6
8oz	18	0ea	9	6ea	36 6
mist aerosol					
9	4ea	4	11ea	19	0
sachets scented (3)					
7	6ea	4	0ea	15	6
soap toilet (3)					
8	6ea	3	0ea	15	9
guest (6)					
10	0ea	3	7ea	19	0
bath (3)					
14	0ea	4	11ea	26	0
talcum					
6oz	8	0ea	4	3ea	16 6
toilet water					
2oz	10	6ea	5	7ea	21 6
4oz	18	6ea	9	9ea	37 6
10oz	42	6ea	21	4ea	85 0
for men					
after shave					
4oz	15	6ea	8	3ea	31 6
Cologne for men					
4oz	18	6ea	9	9ea	37 6
eau de Cologne					
4oz	10	6ea	5	7ea	21 6
eau de Portugal					
4oz	10	6ea	5	7ea	21 6
Florida water					
4oz	10	6ea	5	7ea	21 6
lavender water					
4oz	10	6ea	5	7ea	21 6

Thermos (1226 Thermos)					
• vacuum flasks					
"25"	16oz	—	—	10	6
"25Q"	36oz	—	—	17	6
I Tusseprin (1545 Vestric) †DDI					
10oz	9	6ea	3	6ea	—
20oz	18	0ea	6	7ea	—
80oz	66	9ea	24	6ea	—
D Varicrepe (339 CG)					
• Vi-Daylin (2 Abbott)					
100mils	3	8ea	—	5	6
500mils	18	2ea	—	27	3
D 90mils and 16oz					
A Vol de Nuit (548 Guerlain)					
bath oil					
15cc	—	—	—	32	0
creme hydratante					
110gm	—	—	—	48	6
eau de Cologne					
45cc	—	—	—	37	6
95cc	—	—	—	62	6
190cc	—	—	—	90	0
spray					
72cc	—	—	—	72	6
film spray lotion					
—	—	—	—	56	0
hair spray					
—	—	—	—	30	0
lotion vegetale					
233cc	—	—	—	70	0
perfume					
7cc	—	—	—	80	0
15cc	—	—	—	120	0
25cc	—	—	—	182	6
50cc	—	—	—	290	0
spray					
7cc	—	—	—	90	0
talcum powder tin					
—	—	—	—	14	0
bottle					
—	—	—	—	19	6
dusting					
—	—	—	—	47	6
toilet water					
95cc	—	—	—	69	0
245cc	—	—	—	125	0

## AMENDMENTS AND ADDITIONS TO KEY TO SUPPLIERS

375 DFB=Dietary Foods (Bletchley), Ltd., Canada Wharf, 255 Rotherhithe Street, London, S.E.16.  
 439 ERC=Ever Ready Co. (Gt. Britain) Ltd., 1255 High Road, London, N20. 01-446 1313.  
 1063 Rimmel=Rimmel International Ltd., 17 Cavendish Square, London, W.1. 01-637 1621.



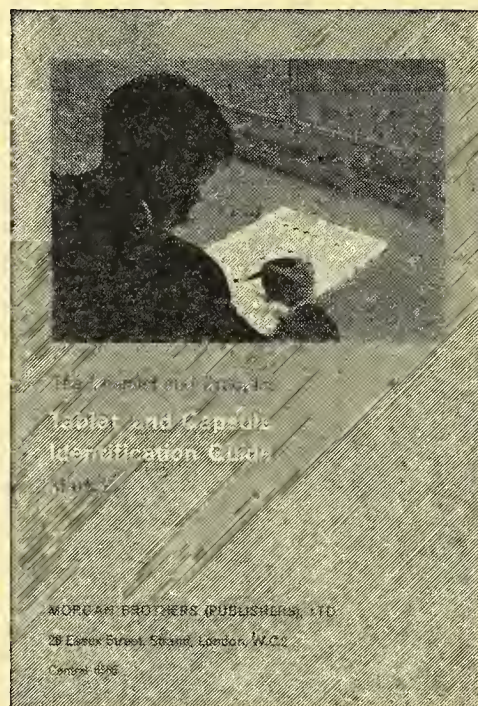


# IF YOU NEED TO KNOW WHAT TABLET THIS IS..

## HERE IS YOUR GUIDE

The Guide, which has had an enthusiastic reception, deals with the identifiable products - 1,750 in all - of 180 manufacturers, taking into account colour, shape, size and manufacturers' markings. From colour grid numbers the user is led to tables of detailed information that narrow down the possibilities to the ultimate - usually an individual tablet. Alphabetical cross-references contribute to ease and speed in use.

The C. & D. feature "Guide to New Medicaments" keeps the Guide up to date by giving details of new products and changes in appearance.



**You can have this handy guide  
for only £1 (postage paid)**

Published by: MORGAN-GRAMPIAN BOOKS LTD.  
28 Essex Street • Strand • London • W.C.2 • 01-353 6565

Please send me.....Tablet and Capsule Identification Guide(s)  
at £1 each (postage paid)

Remittance for.....enclosed

NAME .....

ADDRESS .....

69/1

**Complete  
the coupon  
now to  
ensure  
your  
copy**





# PHARMACISTS AND PHOSPHORUS

*For a few of them a fruitful fascination*

M. SCHOFIELD

**A** FEW anniversaries in phosphorus history bring to mind the remarkable contributions made by apothecaries attracted to the "fiery element." Just 300 years ago, in 1669, the quack Hennig Brand prepared the first sample from urine. That was in Hamburg, a city almost burned down by phosphorus bombs in the 1939-45 war. In 1769, Scheele and Gahn were to prepare phosphorus from bone ash. A century and a half ago the firm of Coignet et Cie was founded near Lyons, France, to manufacture gelatin from bones. The firm then found the extraction of phosphorus from bone ash to be a profitable venture as a side-line. Coming so early in the manufacture of phosphorus, the French company gained the leadership that was to be expected, especially since they were granted rights to Carl Brisson's 1868 patent for the construction of improved retorts for phosphorus making. However, the one-time druggist's apprentice Arthur Albright, who entered the industry in 1844 by persuading his partner Sturge to begin phosphorus manufacture, scored a British success in a big way. Albright separated from his partner in 1854 to take up full-scale phosphorus manufacture on his own.

## Godfrey's Reputation

The rôle of pharmacists in phosphorus-making in Britain had been seen soon after Brand's discovery. The two Ambrose Godfreys, father and son, scored by being the first to export phosphorus to Europe — to the countries where other men had acquired Herr Brand's secret by dubious means. "At the sign of the Phoenix, London" the father, Ambrose Godfrey-Hanckwitz (1660-1741) had founded a pharmacy which flourished until his sons took charge; they later went bankrupt. But while the going was good, the reputation of the business was so great that the sole address needed for European customers was: "Mr. Godfrey, famous Chymist in London." Godfrey père advertised himself as "the only one in London to make inflammable phosphorus . . . all unadulterated. Wholesale 50s. an ounce, retail £3 an ounce." Godfrey was first an assistant to Robert Boyle, from whom he got "useful hints" on the preparation of *phosphorus glacialis*. The secret somehow had come to Britain after a German pharmacist, Johann Kunckel, prepared phosphorus from urine, and after his associate, Dr. Daniel Krafft, Dresden, had demonstrated *phosphorus mirabilis* to the English court. Yet only Godfrey undertook the preparation on any commercial scale. He set up stills in Maiden Lane, London, and purified his phosphorus by pressing it through thin leather. As he left an account of his work in the *Philosophical Transactions*, 1773, the process became widely known. The business passed to other interests in 1756 when the son, Ambrose Boyle Godfrey, died, only a strange epitaph marking his end: "Here lieth to digest, macerate and amalgamate with clay, In Balneo Arenae, Stratum super Stratum, The Residuum, Terra Damnata and Caput Mortuum, Of Boyle Godfrey, Chymist and M.D."

## Scheele's Work

During the 19th century came more lasting links between phosphorus and pharmacists. The Swedish chemist Scheele, after his years as apprentice at the Spotted Eagle Pharmacy at Malmo and then at the Gilded Raven Pharmacy in Stockholm, made one important contribution. He discovered the method of extracting phosphorus from bone-ash, a raw material that was to serve the phosphorus interests of Coignet and of Albright for decades until it was superseded as a source by mineral phosphate. The

Coignet firm took up the theme, enjoying a leading place until Arthur Albright set up a flourishing phosphorus industry in the Birmingham area. After an apprenticeship with a Bristol druggist, Albright came to join the Southall business of wholesale druggists in the Midlands, and hence became linked with John and Edmund Sturge, manufacturing chemists in Birmingham. As the Sturge company manufactured chlorate of potash for matches, phosphorus production seemed an obvious addition to their processes. Later came independent manufacture by Albright, who met with a truly remarkable success. At Paris exhibitions the Midland manufacturers of phosphorus must have been a source of anxiety to the Coignets. For not only white phosphorus but red "amorphous" phosphorus came to be listed in the business pamphlets of "Arthur Albright, Fabriqueur de Chlorate de Potasse, de Phosphore Amorphe. Oldbury, Près Birmingham en Angleterre." His success with red phosphorus was due in part to the son of a pharmacist — Anton Schrötter of the Vienna Polytechnic, who had discovered the process for transforming inflammable poisonous phosphorus into the non-poisonous red form. Albright had shown his enterprise and efficiency in business when he purchased large quantities of bones from European meat-canning factories and had them calcined on the spot to avoid "odorous cargoes." But even more striking was his production of red phosphorus after he had entertained Schrötter during a British Association meeting in Birmingham. Taking on patent rights from the Viennese chemist he was able to export "amorphous" phosphorus to Europe and America. The Oldbury Quaker industrialist was thus in the leading position in his field — remarkable success for a former pharmacist whose name is being perpetuated in the "Albright Pioneer," a ship recently launched from Swan & Hunter's yard, and designed to transport 5000 tons of dangerous inflammable phosphorus in the molten state!

## NEW BOOKS

### Basic Organic Chemistry Part 2

J. M. TEDDER and A. NECHVATAL, *John Wiley & Sons, Ltd.*, Baffins Lane, Chichester, Sussex. 8 x 5 in. Pp. xii and 466. 38s.

Continuing their mechanistic treatment of organic chemistry, the authors base their book on lecture notes prepared for the second B.Sc. class at Dundee University. The first four chapters, dealing with general chemistry, also serve as an introduction to inorganic chemistry. They are followed by chapters on electronegativity and dipole moments and electronegativity and the dissociation constants of acids and bases. After two chapters on electronic theory the main section of the book (chapters 9-22) develops the ideas of organic chemistry on the lines of Part I. Last to be dealt with are stereo-chemistry and the determination of structure.

### Pharmaceutical Chemistry, Part 1

M. L. SCHROFF, *National Book Centre*, P-76, Dr. Sundari Mohan Avenue, Calcutta-14, India. 8½ x 5½ in. Pp. xviii + 630 + xviii (index). Rs. 18.

This volume, based on a course of lectures delivered by the author to diploma and degree students in pharmacy at Benares Hindu University, outlines the principles of pharmaceutical chemistry. After a short historical chapter the author deals with physical and chemical changes, atomic theory, chemical reactions, oxidation and reduction, valency, nomenclature, complex ions and co-ordination compounds. Next come the general properties of gases, liquids and solids, chemical equilibria, water, properties of solutions, oxidation-reduction potentials, theories of acids and bases, distillation, radioactivity and thermodynamics. Numerous typographical errors mar the book's usefulness.





## "OPEN SHOP"

An unscripted commentary on the special problems of the pharmacist in general practice

By E. C. TENNER

SOME weeks ago I spent the best part of two hours talking to a pharmacist who was tentatively considering setting up a pharmacy in a newly-developing district. For certain reasons I was well aware that many of the residents, including at least one local councillor, felt that they really did deserve a pharmacy, and I learned from the pharmacist that he had been given considerable assistance with such items as obtaining planning permission, etc., for the proposed premises. Unfortunately, what no one had troubled to tell him was that there were tentative plans for a health centre some considerable distance from his premises and that the only resident doctor near to him would probably go to that centre. This, as chemist contractors are well aware, would mean all the difference between success and failure, and of course, once he had used his capital to establish the pharmacy it would have become a financial impossibility for him to move. Fortunately, before he had committed himself, I was able to confirm the health centre rumour and, as you will rightly suppose, he is now looking elsewhere. The moral is obvious. Before making any move towards buying or establishing a pharmacy, a pharmacist should make particularly careful inquiries regarding plans, however tentative, for health centres or group practices in the area. Such inquiries are best made in the first instance through the Pharmaceutical Committee secretary for the area.

### Expiry dates

A bottle of an antibiotic syrup dispensed about a month out of date. . . .

When I first heard about it my immediate thought was "there, but for the Grace of God, go I." Fortunately, or unfortunately, depending on how you look at it, the pharmacist was so honest that he had not scraped off that part of the "flag" type label which showed the expiry date. The probability is that he had not even looked at the date, and as the incident occurred during a relatively busy dispensing period, that is really not to be wondered at, however remiss it may appear to be. I do not know the exact details, but would hazard the suggestion that the time he should have spent in examining the date had already been used up in attending to the collection of the prescription charge or filling in the exemption details on the form. There is an expression much favoured by the medical profession as a reply to any suggestion that they should do anything which does not particularly appeal to them. It starts "In view of the extremely heavy work load on general medical practitioners ————;" someone, somewhere, some day will perhaps appreciate the fact that this expression applies with even greater force to general-practice pharmacists. However, to revert to the matter of dating packages. The date was certainly on the label. Indeed, I must admit that, with my spectacles, I could actually read it. May I suggest that there would be little difficulty for manufacturers of dated products in using much larger type faces and printing the date in a distinctive colour?

### Strip-packed Medicines

I was more than usually intrigued by the suggestions of Dr. Cohen (*C. & D.*, February 8, p. 110) regarding strip-packing of medicines. I presume that he was thinking mainly of tablets and capsules, though I have no doubt that it would be possible, from a technical angle, to include liquids and powders. It would be interesting to have some

comparative costings made between the supply of, say, 500 tablets in a glass bottle and dispensing them as ten 50's, also in bottles, and the supply of the same tablets in strip packs, dispensing them in cardboard cartons. I agree with Dr. Cohen's remarks regarding the safety features of that packaging medium, and that products so packed should also keep better than in bottles that are opened at intervals. Another important potential advantage is that to print the name of the product at intervals on each strip would be so easy for the maker, and that practice should surely satisfy both the doctors and the Pharmaceutical Society and render unnecessary their incessant efforts to saddle pharmacists with universal "N.P." labelling. I may say that I have on past occasions considered the advantages of the strip packing system, but have always rejected it on the grounds that it would be so much bulkier than bottles, and would present us with a serious storage problem. However, it would appear that packaging technology is now overcoming this problem. The recent packs of Ponderax, for instance, are not unduly bulky. So it could be the advantages were such that it would be in contractors' interest to cope with the storage problem. In this the manufacturers could give tremendous help by standardising carton sizes in a reasonable manner.

## Any Business Questions ?

*I bought a lease in 1966 but, owing to a change in circumstances, I have now had to sell it. The price I received on sale was in fact the same as the cost. Nevertheless the inspector of taxes says I have made a capital gain, and has produced a very odd calculation to prove it. Surely this is wrong.*

LEASES for less than fifty years are wasting assets, and on a sale the cost is reduced by applying the calculation laid down in the Eighth Schedule to the Finance Act, 1965. Thus a figure less than cost is deducted from the selling price and the result is usually a gain, even where there has been a loss in real terms.

*I own a small pharmacy including the freehold premises. I have been offered a considerable sum of money for the premises and a lease in a new block of shops. I am afraid that I may have to pay betterment levy or capital gains tax, but now I understand that I might have to pay both. Please advise.*

BETTERMENT levy is based upon the difference between the consideration received and current use value after appropriate adjustment. Capital gains tax is based on the difference between current use value now and in 1965 or between current use value now and original cost. Thus the two charges might be payable, but not on the same portion of any gain.

*We own freehold premises and our auditors say that we must obtain valuation because the value in the balance sheet is much less than the market value. They also say that the value must be stated in the directors' report. We are all both shareholders and working directors and are all aware of the position. Is that step necessary?*

THE Companies Act, 1967, requires the directors' report to draw attention to this matter where it is of such significance as to require that shareholders and debenture holders should be so informed. The Act requires the difference between the book value and the market value to be indicated "with such degree of precision as is practicable." In some cases it may well not be practicable to do more than indicate that the difference is substantial. Every case must be judged on its merits and it is for the directors to decide the question of practicability.





# CHEMIST AND DRUGGIST

For Retailer, Wholesaler and Manufacturer

ESTABLISHED 1859

Published weekly at

28 Essex Street, Strand, London, W.C.2

TELEPHONE: 01-353 6565

## Pharmacists on the Wards

PHARMACISTS carrying out ward duties at the London Hospital have found that they are welcomed by the ward staffs and have considerable opportunity to consult and advise, thus developing their professional rôle. However, "the experience has been professionally and intellectually demanding," says Mr. D. J. Kenny (the hospital's assistant secretary) in an article on "Drug Administration Errors" in the February issue of *The Hospital* (the journal of the Institute of Hospital Administrators). It would be unwise, for example, to send into the ward an inexperienced pharmacist or someone who did not possess the professional and intellectual maturity to make a positive contribution.

Mr. Kenny's article brings up to date reports on experience with the London Hospital drug administration system (see *C. & D.*, April 1, 1967, p. 320) in which the principal features are:—

1. On the same chart the prescription and the record of administration by the nurse.
2. A prescription sheet designed to separate all prescriptions into the categories "once only", "as required" and "regular," with columns for route, dose, starting date and time.
3. A request to doctors to use block capitals, approved names and metric measurements and to avoid abbreviations and Latin terms.
4. A lockable mobile drug trolley in each ward to reduce time taken in moving drugs from wall cupboard to medicine trolley. A daily visit to the ward by a pharmacist to check trolleys and prescription sheets and discuss any problems that arise.

The scheme originally reduced administration errors from almost 20 per cent. to around 4 per cent., and Mr. Kenny reports that the lower rate has since been maintained, with an appreciable saving of nursing time and the addition of a very useful pharmacy service in the wards. There has also been a considerable improvement in prescribing behaviour, though much room remains for further improvement. An example he cites is legibility. Under previous systems, less than 8 per cent. of prescriptions were written legibly, whereas a subsequent sample survey showed thirty-eight legible against forty-nine imperfect scripts. The survey showed also that efforts to improve the system further must be directed at specific individuals who find it hard to use. The standard apparently improved when prescribing was more frequent — the reverse of experience with older methods. As an aid to users of the system, a detailed working manual is being compiled.

The London Hospital's chief pharmacist (Mr. C. W. Barrett) agrees with Mr. Kenny that the work of the ward pharmacist is demanding, but he emphasises that it makes good use of the graduate qualification (Mr. Barrett himself holds a Master's degree and both he and his qualified staff are all in the under-thirty age group). In today's hospital conditions, prescription sheets need to be on the wards for twenty-four hours a day, and bringing the pharmacist in to the ward situation enables him to answer drug prescribing and administration queries as they arise. The pharmacist thus becomes known to the nursing staff, who are then more willing to ask his advice. To Mr. Barrett, that is a logical development of the hospital pharmacist's rôle. "We must cope with routine commitments more efficiently, for example by encouraging the industry to provide packs suitable for issue to the patient," he maintains. The time released could be used in keeping abreast of developments in therapeutics and getting on to the wards — though not until after adequate experience in hospital pharmacy (at least two years is usually required). Such developments in hospital pharmacy practice, as well as being very necessary, should make the work more attractive to the graduate and provide a valuable aid to recruitment.

## F.A.P. (For Action Please)

THE Editor of *The Executive Council* (the journal of the Society of Clerks of Executive Councils) develops in the January issue of that periodical a point raised by Xrayser in his "Topical Reflections" column a month or two ago (*C. & D.*, September 7, 1968, p. 219). It was that young prescribers are resorting to abbreviated instructions that at first sight resemble the traditional Latin "t.d.s." and the rest but which in fact are of the individual doctor's own devising. Thus "T.A.W." is intended to mean "twice a week," "A.M." after meals (evening as well as morning, just to make it harder). The subject came up for discussion at a meeting of the Drug Pricing Committee, at which one member said that some doctors had their own methods of abbreviation, "which were known generally to the chemists in their area." That is just the trouble. It may well be that the old Latin abbreviations are inappropriate and incongruous to use on prescriptions written in English. But not all prescriptions are dispensed in the area of the chemists to whom the abbreviations are "known generally." They may have to be dispensed in an area in which the meanings are unknown or, worse still, known generally to the chemists as having a quite different meaning. We therefore welcome the Committee's decision to draw the attention of the Joint Formulary Committee to the need for appropriate standardised abbreviations. We hope, too, that the pharmaceutical members, in whose hands was placed the responsibility of raising the matter with their representative bodies, will be prompt and energetic in doing so. Uniform interpretation of abbreviations is not a mere matter of contractors' convenience. It could be one of extreme importance to the patient, robbing him of the benefits of correct use of his medicines and even — in extreme circumstances — placing him at risk.

## Reasons for Publishing

THE fact that we give in *extenso* on p. 176 the manifesto "Pharmacy in the Seventies" issued by the



Chemists' Action Group should be taken by nobody to mean that we are sponsoring the Group or espousing its policies. We have in no way weakened from the stand we took last year that candidates for election to the Pharmaceutical Society's Council ought to appeal for members' votes, not on a "block vote" basis, but as individuals. So far, too, from supporting the views of Mr. Millward and his colleagues, as expounded in the document, we believe that some of them, if put into effect, would be detrimental to the best interests of members.

However, while we reserve the right to continue to make our own comments on candidates' election policies (and that, will be done, if at all, when those of all candidates are before us), we believe also that the democratic process requires that intending voters should be given the fullest opportunity to form their own judgments. They may be the better able to do so, perhaps, if the statements are not truncated or subedited in any way. It is in that spirit that we publish the statement, and we hope that its message will be scrutinised critically.

## HOSPITAL PHARMACY FORUM DRUG INFORMATION

By a HOSPITAL PHARMACIST

IN a recent address given at a function at which members of the Bournemouth and District Branch of the Society entertained their bankers, accountants, solicitors and medical and dental colleagues to dinner (see *C. & D.*, November 10, 1968, p. 514) Mr. W. M. Darling (the Society's vice-president) expressed the hope that the general-practice pharmacy of the future would be regarded as the centre for the dissemination of information on medicines, not only to the public, but also—as in hospital—to the doctor. Mr. Darling went on to suggest that, given an improvement in interprofessional relations, the pharmacist could relieve the doctor of the time-consuming task of keeping up to date with new developments in therapeutics. The benefit to the doctor was obvious, but the pharmacist would also gain because he would be able to use his professional knowledge and training to the full.

Mr. Darling's theme was by no means a new one. Since pharmacology was included in the pharmaceutical curriculum, pharmacists have become increasingly frustrated by the lack of opportunity to make use of their expertise. The student is encouraged during his academic training to look upon himself as a scientist, specialising in drugs and their chemical, physical and biological properties. After graduation, however, he is likely to find that much of the knowledge he has so painfully acquired is a virtually un-saleable commodity. The doctor is still regarded as the ultimate authority on drugs and the pharmacist as the person who simply supplies and dispenses them. In such circumstances it is not altogether surprising to find that pharmacists, and in particular those in the younger age groups, tend to feel that their knowledge and training could be used to better advantage. They argue that therapeutics has become such a highly complex and specialised subject that the doctor can no longer operate effectively without expert advice and they ask, with Mr. Darling, who better than the pharmacist could provide that advice.

The hospital pharmacist has long considered the provision of a drug information service to be an important function of his department, and the inclusion of an "information room" in the draft building note for hospital pharmacy departments is at least an indication that the idea has been given official approval. Nevertheless some pharmacists are now beginning to ask themselves whether the collection and collation of factual information, most of it discovered by doctors, simply to pass it on to other doctors, does anything to advance the image of pharmacy as a profession. In fact it could quite easily have the opposite effect by perpetuating and confirming the old picture of pharmacy as the handmaiden of medicine.

Furthermore a computer can store and retrieve factual information much faster and more efficiently than pharmacists. In the United States the Foundation for Medical Library Communications already has plans for the institution of a nation-wide network that will provide every physician within reach of a telephone with any data he

may desire. It is clear from an article entitled "Is Drug Consulting a Pharmacy Delusion?" in the April 1968 issue of *Pharmacists' Management Journal* that some of our colleagues on the other side of the Atlantic already see the computer as a serious competitor to a drug-information service provided by the general-practice pharmacist. In Britain some of the larger teaching hospitals have already acquired computers and it may be only a matter of time before the doctor in need of factual information prefers to get it from the computer rather than the pharmacist.

## ON THE SIDELINES

★ BOARD STIFF ★

I RECALL during my apprenticeship days — yes, I know that indicates one of the "older school" — my employer complaining bitterly about a minor error that had occurred when an order was delivered, and somehow the process of rectifying the error turned out to be somewhat protracted. In his annoyed state my employer wrote a rather sharp note to the company concerned. The details I have forgotten, but one phrase has never left me. It was to the effect that Mr. X, the representative, was a personality, but "—— Co., Ltd.," was but a name and could be readily discarded. That incident has been revived in my memory on a number of occasions — when I myself first "went on the road" and later when instructing others who were likely to have contact with customers of the company then employing me. The incident was again recalled when, while thumbing through *Hansard*, February 12, I came across a written answer involving the Board of Trade. Sir Brandon M. Rhys Williams had asked the President of the Board of Trade who were the members of the Board. When did they last meet? And when would they next meet? Sir Brandon was told that the last recorded meeting of the Board as a collective body was on December 23, 1850. The President of the Board of Trade (Mr. A. Crosland) went on to indicate that he had no intention of calling another meeting of the Board and that he had considered whether it should be abolished.

It was at that point I recalled my apprenticeship incident. Here was a body that was merely a name and that would have been discarded by my employer. Apparently the President of the Board of Trade had investigated further, and found that abolition would involve the exercise of the Queen's Prerogative, an Act of Parliament and an Order in Council. He decided that "on the whole there would seem to be more urgent matters to attend to." I think my employer could well have suggested that the exercise might still be worth while, especially if it prevented the Government from doing other things such as introducing selective employment tax, purchase tax, etc. However, it would not have any such effect and perhaps the Board of Trade may be allowed its place among picturesque but obsolete national traditions.



# Pharmaceutical Society of Ireland

## MONTHLY MEETING OF COUNCIL

A SPECIAL meeting of the educational subcommittee of the Council of the Pharmaceutical Society of Ireland is being held on February 28 to consider the best means of helping the Post-graduate Education Committee in arranging courses—particularly for pre-degree pharmacists.

That was decided at the monthly meeting of the Council in Dublin on February 11, when it considered a request from the Committee's director (Mr. D. W. P. Boyd) for accommodation and facilities. Mr. Boyd said he could obtain a suitable office and asked the Council's permission to rent it.

MR. R. J. SEMPLE recalled that the Council had agreed in December 1968 to enlarge the Committee and widen its activities. Provincial pharmacists favoured the courses. All interested should be invited to put their views to the educational subcommittee.

MR. FRANK LOUGHMAN considered members would be much better to invest money in a building of their own.

MR. FRANK WALSH declared that post-graduate education was essential at the present time. The Council should agree to take over the suggested office for a trial period of one year. So onerous a responsibility as directing post-graduate education required a central office. The new premises would increase the status of the Society and prove that something was really being done for pharmacists.

THE PRESIDENT said that, with Mr. R. J. Power, he had met members of the Hospital Pharmacists' Committee to discuss their educational requirements and the possibility of setting up an investigating committee. MR. SEMPLE said hospital pharmacists felt they were not being adequately catered for. They were anxious to have their existing committee broadened.

### *A Diploma Possible*

MR. J. P. O'DONNELL said that the pharmacists he had in mind in relation to post-graduate education were the pre-degree pharmacists. Tapes, visual aids and other equipment for disseminating information would be required at centres at which courses could be held. The possible award of a diploma could also be examined.

THE PRESIDENT said that they had already had the views of Professor Timoney and he (the president) was concerned at spending money at a time when the Society had an overdraft of £21,000—especially when they had nothing concrete in mind in relation to the future of post-graduate education, and MR. O'DONNELL suggested deferring a decision until the educational subcommittee had met. That might delay matters another six months, commented MR. WALSH. "We should not cheese-pare where the education of our members is concerned."

MR. SEMPLE thought there was little point in acquiring an office when they had no courses prepared.

MR. V. G. MCELWEE said he had passed on a request for post-graduate lectures in chemistry and pharmaceuticals on behalf of a member of the Donegal Chemists' Association. Unless they set up a separate headquarters they would get nowhere.

THE REGISTRAR (Mr. J. G. Coleman) said that at present post-graduate lectures were being given in chemistry and pharmaceuticals.

MR. R. J. POWER did not want the impression given that the Council was concerned basically with cost. The matter had originated through the possibility of a diploma being awarded to pharmacists doing post-graduate courses. Previous courses had been successful but at the conclusion of the course a pharmacist had nothing concrete to show that he had attained a certain degree of proficiency.

MR. O'DONNELL argued that the old days of physical dispensing were finished. Under the new Health Bill pharmacists would require a full knowledge of pharmacology and must acquire it as quickly as possible.

MR. H. P. CORRIGAN said that following the receipt of a letter from Professor Cannon on the subject they had held a special meeting and, he understood, were to hold another.

THE PRESIDENT said he could appreciate Mr. Boyd's frustration, but the matter was at the transition stage. In the end the Post-graduate Education Committee might not be the one responsible for the courses.

THE REGISTRAR said that, as a temporary measure, they could accommodate Mr. Boyd by storing papers and equipment for him in the College.

It was agreed to write to Mr. Boyd pointing out that the special meeting was being held on February 28 and that, in the meantime, the Council would do all it could to help him overcome his difficulties.

THE PRESIDENT said members were pleased that the Minister for Health had appointed Dr. Boles as Council representative on the working party to advise on drug abuses. Dr. Boles was attending a meeting of the working party that afternoon and so was excused attending the Council meeting.

MR. KENNELLY said that all were delighted with the appointment, but during the week a National Hospitals Board had been set up to which no pharmacist had been appointed, although its membership included a laundry director and an engineer. THE PRESIDENT said the matter would be taken up with the Department concerned. MR. R. J. POWER had the impression that the Board was purely administrative. Ultimately a Board might be appointed that would be purely concerned with medical administration. THE PRESIDENT said three doctors and a nurse were included in the membership. MR. LOUGHMAN thought the Council should press to have a pharmacist appointed. He knew of one dispensary in which the record keeping and general untidiness were appalling. Nobody knew more about the medicines of a hospital than a pharmacist. It was agreed to make further inquiries as to the Board's functions.

### *Change to the Metric System*

Referring to the pending changeover to the metric system, MR. LOUGHMAN thought pharmacists should start preparing to adjust to the new system, in which table and teaspoon measurements would no longer apply. Adjustment for both public and pharmacists would take some time. That, said THE PRESIDENT, was one of the reasons why they had written to the Department to find out what the situation was. A meeting had been arranged with the Pharmaceutical and Allied Industries Association to discuss problems of mutual interest arising from the introduction of the metric system.

MR. KENNELLY said the Dun Laoghaire weight and measures inspector had informed him he had had no instructions on the matter so far; the inspector had also pointed out that there was considerable breakage of measures in dispensaries. Under the present system glass measures were being imported duly stamped from Britain. He had suggested it would be cheaper to import them unstamped to be stamped in Dublin. Measures were required to be stamped in the Republic and pharmacists using measures with only a British stamp were breaking the law; the English stamp had no validity in Eire. Under the system suggested the pharmacist would not require to bring the measures personally to be stamped. They would be brought in by the importers. It was agreed to discuss the matter with the Pharmaceutical and Allied Industries Association.



The Irish Medical Exhibitors' Association having invited the Society to provide a stand at a forthcoming exhibition held in conjunction with I.M.A.'s annual meeting in Killarney, the Council announced itself willing to participate and decided to refer the matter to the Practice of Pharmacy Committee.

THE REGISTRAR, reporting on progress with Health Service negotiations with the Department of Health, said negotiations would be resumed the following week. Members of the Joint Health Negotiating Committee taking part in the talks would be its chairman (Mr. Cashman); vice-chairman (Mr. Bourke) and Dr. W. E. Boles, accompanied by Mr. Lovesey (accountant), with the secretary of the Irish Drug Association (Mr. B. R. Smith) and himself acting as recorders.

MR. KENNELLY said the editor of the *Irish Chemist and Druggist* (Mr. Purcell) had suggested to him that, pending the setting up of a permanent pharmacy museum, the Council might be interested in taking over the basement of Prices' Medical Hall in Clare Street, whose proprietors were prepared to allow them the use of the basement for the purpose. Mr. Purcell had thought pharmacists would contribute objects of interest if the Society established even a temporary museum.

THE PRESIDENT said it was an excellent idea and the Council appointed Messrs F. Walsh and J. B. O'Sullivan to investigate.

THE REGISTRAR said that, since the December 1968 meeting, at which the Council had agreed to make a token payment of £100 towards the purchase of suitable textbooks for use in the Society's library, a letter had been received from the library authorities of University College, Dublin, replying to criticisms made by Miss Ann McDermot (secretary, Staff-Students' Committee) that students were unable to use the library at U.C.D. to full advantage because of the limited hours during which it was opened. The letter pointed out that the university library was at the disposal of all students from 9 a.m. to 10 p.m. daily. In addition, facilities were available for loaning books to students. It was decided to convey that information to Miss McDermot.

One candidate was reported to have presented himself for the Registered Druggist examination in January; he had been rejected.

THE REGISTRAR reported the deaths of Edward O'Grady M.P.S.I.; Eugene R. Owen, M.P.S.I.; Timothy R. Power, M.P.S.I.; Lyall G. Smith, M.P.S.I.; and Samuel Young, M.P.S.I. and THE PRESIDENT described the death of Mr. Lyall Smith as a big blow to the profession. Mr. Smith, he said, had devoted much time to improving pharmacy's image and prided himself on his professional activities. He had been a real force in pharmacy, playing an active part throughout his career.

### *Efforts to Improve Pharmacy*

THE PRESIDENT reported on a visit he and the vice-president had paid to the January meeting of the I.D.A. to see how best they could assist the Irish Pharmaceutical Association in its efforts to improve pharmacy. The meeting had been very fruitful. The I.D.A. agreed that the Association had been a big asset to Irish pharmacy and supported wholeheartedly the move to ensure its continuance. He had agreed no organisation looking after pharmacists should be without community pharmacists on it. It was hoped that a decision would be arrived at after another meeting.

MR. POWER thought the president and executive committee of the I.D.A. should be commended for appreciating the necessity for such a body. It had been accepted in principle that regular meetings should take place between representatives of the Council and the I.D.A. to discuss details.

MR. WALSH, speaking as a member of the Irish Pharmaceutical Association, said he was happy the meeting had been such a success, and hoped it indicated that the Coun-

cil and I.D.A. were serious about the need for a professional organisation for all pharmacy. "Even at this meeting today we have been confronted with professional as well as statutory matters."

Stating that he had been invited to open the new Pharmacy Club in O'Connell Street, Dublin, on February 15, THE PRESIDENT said the club was situated in a most central position and would be an excellent place for pharmacists to meet and bring their friends for a meal. MR. COSTELLO paid tribute to the committee which, down the years, had raised the funds to make the club possible. MR. T. B. O'SULLIVAN said that, as a founder-member of the committee, he was most gratified to see the club established at last. They had set out thirty-five years ago, with a committee of six, and he had been treasurer of the particular student's organisation for twelve years.

### *Distribution of Antibiotics*

MR. POWER said that, at a recent symposium in the College of Pharmacy on the (British) Medicines Act (*C. & D.*, February 1, p. 104) he had referred to the anomaly that, under the 1957 temporary Control of Sales Regulations, antibiotics were being distributed through sources other than pharmacists and authorised people for use in the veterinary field. Such exempted substances should be available only through pharmacies and should be treated as Part I poisons, the purchaser being required to sign the pharmacy's register. The abbreviated account of his remarks, as published, might give the opposite impression, causing pharmacists to think there might have been an official change of policy on the sale of those preparations. Such was not the case.

THE REGISTRAR said Dr. Boles was also anxious to make it clear that a recommendation (mentioned in connection with a meeting of the Formulary Committee of Dublin Health Authority) (see *C. & D.*, January 25, p. 83) that dispensed medicines should be labelled with the proprietary name of the preparation referred to the practice obtaining in Britain. The recommendation had not emanated from members of the Irish medical profession, as might have been inferred from reading the report.

Apologies for absence were received from Messrs. P. M. Browne, M. L. Cashman, T. Harty, M. Power, J. W. O'Farrell and G. C. O'Neill.

Nora J. McCarthy, 1 Ballygihien Villas, Sandycove, co. Dublin; Richard W. Elliott, Drumeny Lower, Donegal P.O.; Michael F. Flynn, Rathdowney, co. Leix and David A. Jameson, Bailieboro, co. Cavan., were elected to membership.

Mrs. Margaret A. McGrath (*née* Lehane) Assistant, having submitted her marriage certificate was granted change of name in the Register.

Restored to the Register was the name of Mrs. Mary Gates, Assistant, (*née* Walsh).

The following were granted preliminary registration in the Pharmaceutical Assistants' Preliminary register: Brigid Anthony Herriott, 9 Pearse Street, Nenagh, co. Tipperary; Margaret Mary Kelleher, 27 Eden Park Drive, Goatstown, Dublin, 14 and Mary C. O'Donovan, Steilaneigh, Kilbrittain, co. Cork.

The following were nominated for membership:— Abina McSweeney, L.P.S.I., Togher, co. Cork; Nora Mary O'Connell (*née* McCarthy), L.P.S.I., 310 Harolds Cross Road, Dublin, 6; Mary E. Power, L.P.S.I., 418 Howth Road, Raheny, Dublin, 5; Julia Walsh, L.P.S.I., Renmore Park, Galway; James G. Brosnan, L.P.S.I., 19 Henry Street, Kenmare, co. Kerry; James J. Coffey, L.P.S.I., Spring Haven, Killiney, co. Dublin; Richard F. Cusack, L.P.S.I., St Joseph's, Brighton Road, Foxrock, co. Dublin; Thomas Kelly, L.P.S.I., Robinstown, co. Meath; Michael J. O'Connell, L.P.S.I., Castle Gardens, Kilkenny.

The following changes of address were noted:— Miss Julia Cashell, M.P.S.I., to Hibernia, Well Road, Douglas, Cork; Mrs. Margaret P. Kinsella, M.P.S.I., to 10 Victoria Terrace, Drumdrum, Dublin, 14; Miss Fionnula E. Hughes L.P.S.I., to 71 Grosvenor Road, Rathmines, Dublin, 6; Stephen J. Carden, L.P.S.I., to 12 Summerhill, Sandycove, co. Dublin; Patrick J. O'Hagan, M.P.S.I., to 9 Terenure Road, West Terenure, Dublin, 6; Mrs. Dorothy Casey, Assistant, to 1 Southlands, Ballymahon Road, Athlone, co. Westmeath; Mrs. Elizabeth M.



Stoner, Assistant, to 36 Fernhill Park, Terenure, Dublin, 12; Miss Pauline M. Healy, Assistant to 9 Castlewood Avenue, Rathmines, Dublin, 6; Miss Mary Linihan, Assistant, to 42

Hollyhook Road, Clontarf, Dublin, 3; Michael Whelehan, Registered Druggist, to Sunmount, Lynn Avenue, Mullingar, co. Westmeath.

# British Pharmaceutical Codex, 1968

## ADDITIONS AND CORRECTIONS

THE Council of The Pharmaceutical Society has authorised publication of the following amendments to the *British Pharmaceutical Codex 1968*:—

### INTRODUCTION

p. xxiv, col. 1: **Part I**, after "Ditophal" insert "Eosin."

p. xxv, col. 2. **Part VI**, after "Ointment of Gall and Opium" insert "Pills of Colocynthis and Hyoscyamus"

p. xxvii, col. 2. **ALTERATIONS IN COMPOSITION**, after "Benzocaine Lozenges, Compound" insert "Ephedrine Nasal Drops" and after "Salicylic Acid and Sulphur Ointment" insert "Phenolphthalein Pills, Compound" and "Bismuth Subgallate Suppositories, Compound"

### GENERAL NOTICES

p. xxxv, **British Chemical Reference Substances**. These should now be ordered from The Scientific Director, British Pharmacopoeia Commission, 8 Bulstrode Street, London, W1M 5FT

### PART 1

p. 73, **Benzaldehyde**—Content of  $C_7H_6O$ , line 4: for "0.06105" read "0.05348"

p. 88, **Betamethasone Valerate**—Graphic formula: for " $CO \cdot CH_2 \cdot O \cdot CO \cdot [CH_2]_3 \cdot CH_3$ " read " $CO \cdot CH_2OH$ " and for "... OH" read "... O  $\cdot CO \cdot [CH_2]_3 \cdot CH_3$ "

p. 129, **Carmin**—Absence of salmonellae, lines 1 and 2: for "a sterile 20 per cent. w/v solution of sodium chloride in water" read "saline solution"

p. 153, **Chloramphenicol Sodium Succinate**: above "Dose" insert "Storage. It should be stored in airtight containers, protected from light."

p. 187, **Clioquinol**—Synonym: for "Iodo-chlorhydroxyquin" read "Iodochlorhydroxyquin"

p. 208, **Corticotrophin**, line 6: delete the words "ox" and "or sheep"

p. 230, **Dapsone**—Solubility: for "3 parts of alcohol" read "30 parts of alcohol"

p. 233, **Deoxycortone Acetate**, line 9: for "155" read "158"

p. 241, **Dextran 110 Injection**, line 4: for "sterile 5 per cent. w/v solution" read "sterile 6 per cent. w/v solution"

p. 274, **Dimercaprol**, lines 7 and 8: for "1.235 g to 1.255 g" read "1.24 g to 1.25 g" and for "4.5 to 6.0" read "5.0 to 6.5"

p. 282, **Disodium Edetate**, line 6: for "A solution in water is acid to litmus" read "A 5.0 per cent. w/v solution in water has a pH of 4.0 to 5.5"

p. 286, **Domiphen Bromide**: above "Storage" insert "Preparation and storage of solutions. The precautions given under Phenol should be observed"

p. 310, **Ethchlorvynol**—Storage: after "light" insert "avoiding contact with metals."

p. 329, **Ferrous Succinate**—Action and uses, lines 3-4: for "100 milligrams of ferrous succinate contains approximately 32 milligrams of iron" read "100 milligrams of ferrous succinate contains approximately 35 milligrams of iron"

p. 400, **Insulin Zinc Suspension (Amorphous)**—line 6: for "7.2" read "7.0"

p. 560, **Fresh Bitter-orange Peel**: insert "Standard" above "Description"

p. 561, **Fresh Bitter-orange Peel**, line 5: delete "Standard. It complies with the requirements of the British Pharmacopoeia"

p. 584, **Penicillamine**, line 6: after "crystalline" insert "hygroscopic"

p. 605, **Phenobarbitone**—Very short-acting barbiturates: for "methohexital" read "methohexitone"

p. 615, **Phenoxymethylpenicillin Potassium**, line 9: for "87.0" read "85.0"

p. 620, **Phenylephrine Hydrochloride**—Sterilisation: delete "heating with a bactericide or by"

p. 749, **Sodium Fusidate**—Graphic formula: delete " $\frac{1}{2}H_2O$ ." Line 5: delete "the hemihydrate of" and line 11: for "2.0" read "1.0"

p. 822, **Coal Tar**—Constituents: for "The chief benzene phe constituents are nols" read "The chief constituents are phenols, benzene"

p. 824, **Terpin Hydrate**, line 6: for "methane" read "menthane"

p. 851, **Tolbutamide**—Graphic formula: for " $SO_2 \cdot NHCO \dots$ " read " $SO_2 \cdot NH \cdot CO \dots$ "

p. 863, **Trichlorofluoromethane**—Distillation range and Water: for "Appendix 19" read "Appendix 25"

p. 867, **Trimeprazine Tartrate**—Graphic formula: insert a subscript numeral 2 following the second CH group in the chain attached to the phenothiazine nucleus

p. 927, **Poliomyelitis Vaccine (Inactivated)**—Dose, line 2: for "1 millilitre" read "the volume stated on the label as the dose"

p. 967, **Table 1**—Size designation 0.75: amend the average diameter to "0.075 to 0.090 mm"

p. 1059, **Neomycin Elixir**—lines 6 to 8: for the first two sentences read "Dissolve the benzoic acid, the saccharin sodium and the disodium edetate in 500 ml of water with the aid of gentle heat, cool, and dissolve the neomycin sulphate in the solution."

p. 1068, **Liquid Paraffin and Phenolphthalein Emulsion**, line 7: for "with a particle size not" read "in which not more than an occasional particle is"

p. 1083, **Hydrocortisone Eye-drops**, line 4: after "Benzalkonium Chloride Solution," insert "or"

p. 1084, **Hyppomellose Eye-drops**, line 10: after "15 ml of the water" insert "at 80° to 90°"

p. 1085, **Neomycin Eye-drops**, line 4: after "Phosphate" insert "0.7 per cent w/v of Sodium Phosphate,"

p. 1086, **Phenylephrine Eye-drops**: after "Containers" insert "Labelling"

p. 1093, **Eye Ointments**—Containers last line: amend to "tube should be enclosed in a sealed package from which the tube cannot be removed without breaking the seal; suitable outer packages include paperboard cartons with sealed flaps and sealed pouches of paper, plastics or cellulose film"

p. 1108, **Benethamine Penicillin Injection, Fortified**—Content of total penicillins, line 7: for "add 5.5 ml of N/1 hydrochloric acid" read "add 20 ml of a freshly prepared buffer solution"

p. 1134, **Simple Linctus**—Weight per ml: for "1.19 g to 1.23 g" read "1.27 g to 1.31 g"

p. 1138, **Aconite, Belladonna and Chloroform Liniment**—Content of chloroform, line 1: for "4.5 to 5.5" read "13.5 to 16.5"

p. 1151, **Hydrocortisone Lozenges**, line 2: for "Hydrocortisone" read "Hydrocortisoni"

p. 1152, **Penicillin Lozenges**—Content of benzylpenicillin, line 6: for "of the British Pharmacopoeia for the biological assay of antibiotics (penicillin)" read "given in Appendix 24"

p. 1166, **Fusidate Mixture**—Content of diethanolamine fusidate, line 2: for "25" read "24"

p. 1177, **Novohiocin Mixture**, line 4: after "vehicle" insert "which may be coloured"

p. 1179, **Phenoxymethylpenicillin Mixture**, line 4: delete "coloured" and after "vehicle" insert "which may be coloured"

p. 1197, **Betamethasone Valerate Ointment**, line 7: for "22" read "21"

p. 1252, **Sorbitol Solution**—Reducing sugars, line 7: for "acetic acid" read "glacial acetic acid"

p. 1280, **Aspirin Tablets, Compound**—Salicylic acid, line 3: after "evaporate" insert "10 ml of"

p. 1319, above "Orange Tincture" insert:

### "OPIUM TINCTURE, CONCENTRATED CAMPHORATED"

(Tinctura Opii Camphorata Concentrata  
Tinct. Opii. Camph. Conc.)

Synonym: Liquor Opii Camphoratus  
Concentratus

Benzoic Acid ...	40 g
Camphor ...	24 g
Alcohol (95 per cent.)	400 ml
Opium Tincture ...	400 ml
Anise Oil ...	24 ml
Water ...	to 1000 ml

Dissolve the benzoic acid, the camphor and the anise oil in the alcohol, and the opium tincture and sufficient water to produce the required volume, mix, and filter if necessary.

#### Standard

Weight per ml. At 20°, 0.910 g to 0.930 g.  
Alcohol content. 54 to 59 per cent. v/v of ethyl alcohol.

Content of anhydrous morphine. 0.36 to 0.44 per cent. w/v, determined by the following method:

Dilute 10 ml to 80 ml with alcohol (60 per cent.), and continue by the method of the British Pharmacopoeia for Camphorated Opium Tincture, using 5 ml of this solution.

Dose. 0.25 to 1.25 millilitre.

Concentrated Camphorated Opium Tincture is approximately eight times as strong as camphorated opium tincture."

p. 1323, Above "Caraway Water, Concentrated" insert:

### "CAMPHOR WATER, CONCENTRATED (Aq. Camph. Conc.)"

Camphor ...	40 g
Alcohol (90 per cent.)...	600 ml
Water ...	to 1000 ml

Dissolve the camphor in the alcohol and add sufficient water in successive small portions to produce the required volume, shaking vigorously after each addition.



**Standard**

Alcohol content. 51 to 55 per cent. v/v of ethyl alcohol.

Dose. 0.3 to 1 millilitre.

p. 1343, *Above* "Butyl Alcohol" insert "Buffer Solution pH 10: solution of standard pH 10.0 of the British Pharmacopoeia, Appendix III"

p. 1350, *Lead Subacetate Solution, Strong:* after "Pharmacopoeia" insert "Appendix I"

p. 1381, *Above* "Caraway Water, Concentrated" insert "Camphor Water, Concentrated . . . II"

p. 1405, *Table A* (see below) *add:*

p. 1406, *Biological Assay of Antibiotics:* after "Lymecycline" insert "Penicillin"

p. 1407, *Table B* (see below) *add:*

*Names of Substances* (pamphlet). For "Keflordin" read "Keflodin" and amend cross reference under Cephaloridine

TABLE A

Penicillin 2nd Int. 1952	Dry powder (crystalline sodium salt of benzylpenicillin)	1670	0.0005988	Ampoules; approx. 30 mg
--------------------------------	---	------	-----------	----------------------------

TABLE B

Penicillin	<i>Bacillus subtilis</i> (N.C.I.B. 8739) (N.C.T.C. 8236)	A: pH 6.0	pH 7.0	0.5 to 8	37° to 39°
------------	--	-----------	--------	----------	------------

## CHEMISTS' ACTION GROUP

*"The platform on which the Chemists' Action Group propose to contest the forthcoming Pharmaceutical Council elections" is how the group describe their document "Pharmacy in the Seventies . . . A Plan for Action" the text of which is given below unchanged.*

AS pharmacy moves into the seventies, to face the challenge of Health Service development, it is becoming clear that there is a great need for a new approach to the National Health Service, and the place of pharmacy in it. The supply of medicines to the public, whether on prescription or not, needs rethinking. At a time when the profession has achieved graduate entry, it is hamstrung by diploma leadership. When new graduates are qualified in the modern world of medicine and therapy, the ideas of the profession seem stuck in the days when a pharmacist's prestige and standing was proportional to the number of underpaid apprentices he could keep working until nine o'clock on a Saturday night.

Can we any longer accept a situation where the contract for pharmaceutical services is with the person or company purchasing dispensary needs, rather than with the qualified pharmacist actually doing the work?

The time is right for the profession to wipe the slate clean and start again. And we must start again with both the N.H.S. contract, and the need for a planned general pharmaceutical service. Dispensing comes first, simply because it is the primary right of the pharmacist.

The proposals are on two fronts, and the fundamental premise is that the Pharmaceutical Society must be at the centre of negotiations and planning. It is the only body to which all pharmacists owe allegiance; which is in a position to represent all of them, whether employers or employees; and in which all pharmacists have an equal vote.

### The N.H.S. contract

It is unrealistic, and economically wasteful, for the contract to be with the purchaser of the goods used in dispensing, rather than with the individual practising pharmacist. We propose, therefore, that the Minister sever the two activities of N.H.S. pharmacy. It will be the duty of the Minister to purchase and supply free of charge, all drugs and medicines used in dispensing; and the contract will in future be for the qualified provision of the pharmaceutical service to the N.H.S.

The advantage to the Minister is that he will be able to achieve great savings by central purchasing on tender. We would expect these to be in the order of at least 10-15 per cent. of the basic price, plus the average on-cost paid to contractors at present. The mechanics of the scheme are practicable, and would depend on the use of the Giro computer complex for stock accounting, with the

Pricing Bureaux organisation operating in an ancillary capacity. Wholesalers would be licensed, as indeed they will be under the Medicines Act, to service a defined area, on a royalty, or similar negotiable basis.

The essence of the contract, would be the need in an area for a full general pharmaceutical service. Each pharmacist would be under a personal contract to dispense prescriptions presented, but would be paid a basic net fee of £4,500 a year for up to 1,500 items each month. Thus a pharmacist would be able to practice in an area which had been designated as needing his presence, without having to invest capital to meet an uncertain volume of dispensing.

In rural areas the Minister would have to recognise the pharmacist's right to dispense, since it makes economic nonsense to allow, and to pay for, doctor dispensing, if a pharmacist were being paid to be available in the vicinity.

It is further proposed that there shall be a payment of one shilling for each item between 1,500 and 3,000 items a month, so that there shall be recognition of the extra work, and the need for assistance. However, once a pharmacy exceeds a monthly total of 3,000 items, the payments will start again with a second net fee of £4,500, so that a second pharmacist can be engaged. This payment would be made on engagement. In similar fashion, a third pharmacist could be engaged at 7,000 items a month.

Since the contract will be personal to the pharmacist, it follows that the payment will be made to him. This might appear to be a problem in the case of employee pharmacists. It can be accepted, if the man and his employers can agree to a scheme, whereby he would lease the dispensary area from them, in return for the remuneration received from the Ministry. He would receive in his turn a salary and fringe benefits as at present. It should be noted, that similar arrangements will have to be organised by companies, when this country joins the Common Market, where the corporate body is unacceptable.

It follows, from this scheme, that no employee pharmacist need fear being submerged by take-overs and amalgamations, to his professional detriment. In addition, other companies who might wish to add pharmacies to the lossleaders in their gaudy emporia, might think twice if they knew that the contract would never be with them.

Given therefore that each pharmacist is his

own contractor, and that his remuneration contains no element of oncost, the path is cleared for the Pharmaceutical Society to negotiate on his behalf with the representatives of the Ministry. With all pharmacists equally involved and represented, we would have real unity for the first time.

### Planned Pharmaceutical Service

These proposals depend on the simultaneous setting up of a body which would have the power to designate areas as either having an adequate pharmaceutical service, or alternatively being in need of one. A pharmacist set up or already operating under the authority of the designating body would be entitled to contract with the Ministry for N.H.S. dispensing and, provided that the premises complied with the law in other respects, the contract would be automatic.

### The Designating Body

Clearly the Society cannot be allowed to become judge in its own court, while at the same time it would be foolhardy to entrust this undertaking, and hence the profession, to the care of Whitehall or Westminster.

We propose, therefore, that there shall be set up a Pharmaceutical Service Committee, with the same relationship to the Council and the same legal independence as the Statutory Committee. It is envisaged that it would consist of seventeen members, eight of whom would be retail pharmacists, in practice, in rural or urban areas.

Of the eight two would be appointed by the Council and six would be elected by the membership. Of the remainder, two would be representatives of the Ministry while the remaining six would sit as lay members. They could be drawn from the medical or nursing professions or the general public. The chairman would be legally qualified and appointed by the Privy Council.

We believe that this plan, which is based on the twin rights of the pharmacist to serve the public at large and to supervise all dispensing, is worthy of discussion throughout the membership. It will bring the profession a degree of unity which it has rarely known, and since it offers the taxpayer savings estimated to be of the order of £20-£25 million, it is thought that the Ministry will not find it unattractive.

No area would be subject to an over-loading or unequal loading of pharmacies, due to the development of health centres, since no pharmacist would face ruin from a drastic reduction of dispensing. Similarly, other areas would not face a complete loss of a full pharmaceutical service due to the inroads of non-pharmaceutical dispensing.

Pharmacists would be freed from the need to tie up capital in the dispensary and thus would not find so pressing or attractive the call of unrelated merchandise. It will give the Ministry a better bargain than has been offered in the past by this or other professions, and it will give pharmacists strength, unity and a dignity of the pride of our calling. The essence of the plan is the retention of the planning of the profession within the profession and an equal partnership with the Ministry. It makes no allowance for the pharmaceutical industry; but then neither does the Charter, and in addition the industry recently has given no reason why it should.

The document is issued over the signature of Mr. M. Millward.

## SHOPFITTING NOTES

**Adjustable Steel Shelving Units.** — Zamba Co., Ltd., Eastern Green, Penzance, Cornwall supply their Zamba adjustable steel shelving unit in carton for assembly and containing six shelves each 34 x 12 in. stove-enamelled in dove grey; eight legs enabling two short or one tall unit to be erected. Each leg is 39 in. long with holes enabling the shelves to be adjusted every 2 in. There are also corner plates, cross braces, nuts and bolts.



**Winter  
has  
its  
bright  
side**

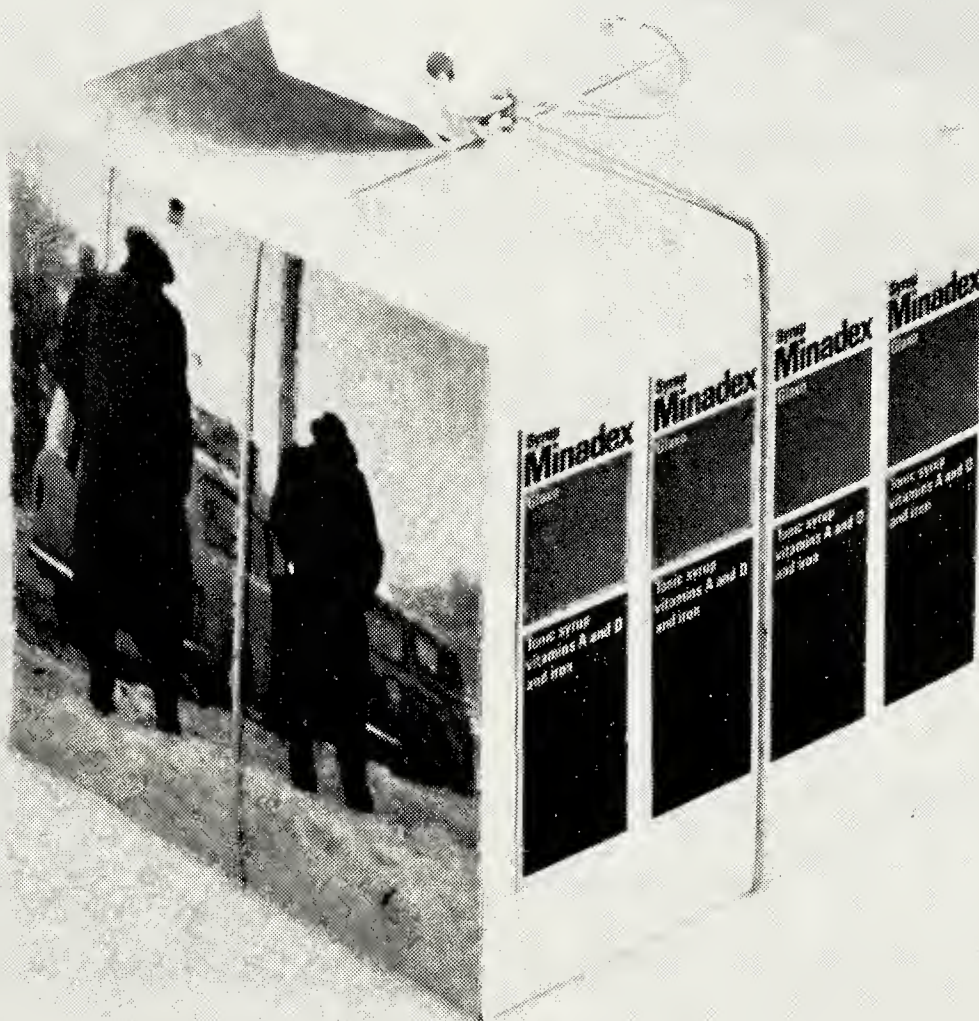
Snow and rain, colds and coughs.  
Very depressing. But at least  
business is bright. Plenty of  
people will be in asking for  
Minadex. Pleasant, stimulating  
Minadex is so often  
recommended for all the family  
when winter undermines their  
health. So winter is no time to be  
caught with your shelves empty.  
To meet the demand and earn  
yourself a generous margin, why  
don't you make Minadex part of  
your next Glaxo Discount Parcel?

**Minadex**

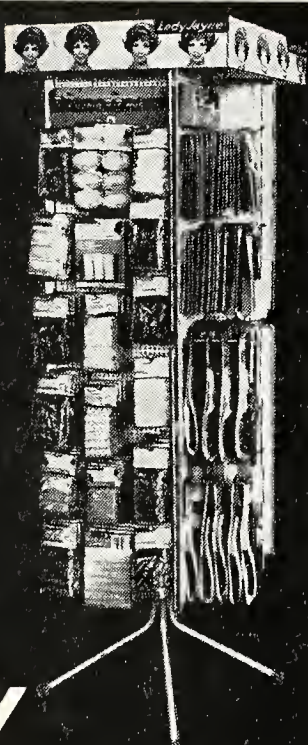
Minadex is a Glaxo trade mark



Glaxo Laboratories Ltd  
Greenford, Middlesex







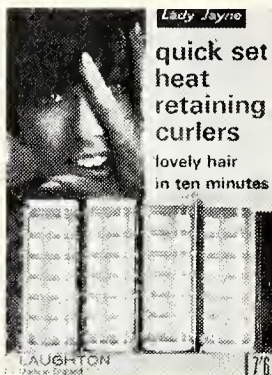
**The  
many  
profitable  
faces of  
Lady Jayne**

There are now forty-one Lady Jayne Hair Products, attractively displayed on this Merchandising Stand. It comes stocked ready to sell. And it's re-stockable; so as well as making a profit on selling all the items on the stand, by keeping it full you'll be continually increasing your profits—especially when one of the lines is the highly successful

#### **QUICK SET HEAT RETAINING ROLLERS**

These, and all the other Lady Jayne Products, will be advertised nationally in women's magazines this year, so contact your usual wholesaler now for details. Quote Stand No. 1000/21.

**You'll find it pays to  
stock and display**



**Lady Jayne**  
quick set  
heat  
retaining  
curlers  
lovely hair  
in ten minutes

# **Lady Jayne**

A product of  
**LAUGHTON & SONS LIMITED, Birmingham 14**

# **SURE SHIELD**

Fruit  
Flavoured  
**LAXATIVES**



**Still today's  
best tasting, most  
effective, Laxative**



continually  
advertised in  
Woman & Woman's Weekly.

in tubes and tins from

## **Thos. Guest & Co. Ltd.**

*The family firm with the personal service*

**92 Carruthers Street  
Manchester 4.**

**Tel: Collyhurst 2975**



## TRADE REPORT

The prices given are those obtained by importers or manufacturers for bulk quantities or original packages. Various charges have to be added whereby values are augmented before wholesale dealers receive the goods into stock.

LONDON, FEBRUARY 19: Several CRUDE DRUGS remained scarce on the spot. They included CARDAMOMS, CLOVES and certain types of GINGER. QUILLAIA was up by 5s. cwt. while replacement offers were absent; so too were those for SARSAPARILLA. Canadian SENEGA was up sixpence lb. and KARAYA was again higher by 10s. cwt. Easier were JALAP and BUCHU on the spot and Brazilian MENTHOL by threepence lb. for shipment.

In ESSENTIAL OILS spot ANISE was lower by threepence lb. and forward rates for BOIS DE ROSE and Brazilian PEPPERMINT by threepence and two-pence lb. respectively. PALMAROSA was marked up 5s. kilo for shipment while CASSIA rose 4s. lb. on the spot.

Main feature of the week among PHARMACEUTICAL CHEMICALS was another jump in the rates for OPIATES and COCAINE. MORPHINE SULPHATE was raised by 70s. 6d. kilo and CODEINE PHOSPHATE by 70s. while DIAMORPHINE HYDROCHLORIDE was increased by 44s. and COCAINE HYDROCHLORIDE by 10s. oz.

### Pharmaceutical Chemicals

ACETIC ACID.—(12-ton lots in bulk per ton), B.P.C. glacial, £85; 98-100 per cent.; £78, 80 per cent. grades; technical, £68; pure, £74.

ACETYLSALICYLIC ACID.—(Per kilo) 1,000 kilos, 9s. 2½d.; 250-kilos, 10s. 0½d.

AMPHETAMINE.—BASE, 150s. per kilo in 5-kilo lots, SULPHATE, 120s.; DEXAMPHETAMINE, 270s. per kilo for 10 kilos.

AMYLOBARBITONE.—B.P.C. is 68s. 6d. per kilo for less than 100-kilo lots; SODIUM, 78s. 6d.

ATROPINE.—(Per kilo for 500-gm. lots): ALKALOID and METHONITRATE, 1,200s.; METHYLBROMIDE, 1,183s.; SULPHATE, 970s.

BARBITONE.—50-kilos, 52s. kilo; SODIUM 53s. 6d.

BENZAMINE LACTATE.—In 500-gm. lots 1,023s. per kilo.

BENZOIC ACID.—50-kilo kegs, 6s. 5d. kilo; SODIUM SALT (in kegs), 6s. 6d.

BORIC ACID.—B.P. grade in 1-ton and upwards (per ton): Granular, £84; crystals, £97; powder, £90 10s.; extra-fine powder, £92 10s. per ton in lined hessian bags, carriage paid in Great Britain. Less £1 per ton if supplied in paper bags. Technical from £70 to £80 10s. per ton according to type and packing.

BRUCINE.—(Per oz.) SULPHATE, 10s.; ALKALOID, 12s. 6d. for 100 oz. upwards.

BUTABARBITAL.—Under 50 kilos, 122s. kilo.

BUTOBARBITONE.—B.P.C. 86s. per kilo for less than 100-kilo lots.

CITRIC ACID.—B.P. GRANULAR (single deliveries per 1,000 kilos in lined bags), 50-kilos, £237; 250-kilos, £232; 1,000 kilos, £223. Premiums: ANHYDROUS, 10 per cent.; POWDER, £10; CRYSTALS, £10.

COCAINE.—35 oz. lots HYDROCHLORIDE, 115s. per oz.; ALKALOID, 126s. per oz.

CYANOCOBALAMIN.—100-gm. lots are 52s. 6d. per gm.

CYCLOBARBITONE.—Under 25 kilos, 75s. per kilo. CALCIUM, 75s. per kilo.

GALLIC ACID.—B.P., 12s. 6d. per lb. for 1-cwt. lots; 5-cwt., 12s. 3d.

HOMATROPINE.—(500-gm. lots, per kilo): ALKALOID, 1,087s.; HYDROBROMIDE, 858s.; HYDROCHLORIDE, 1,017s.; METHYLBROMIDE, 893s.; SULPHATE, 1,052s.

HYOSCINE.—(Per kilo): HYDROBROMIDE, 4,500s.

HYPOPHOSPHOROUS ACID.—B.P.C. 1959, 16s. 9d. per kilo; PURE (50 per cent.), 20s. 9d.

IODOFORM.—(per kilo) powder, 50-kilos, 64s. 6d.; crystals, 6s. 6d. more.

METHADONE HYDROCHLORIDE.—Subject to D.D.A. regulations, 2s. 6d. per gm. for 100-gm. lots.

METHYLATED SPIRITS.—(Per gall. in 45-gall. drums, 450-gall., 66 o.p.) INDUSTRIAL, 5s. 7½d.; PERFUMERY grade, 6s. 10d.; mineralised (64 o.p.), 5s. 11d.

METHYLPHENOBARBITONE.—B.P.C., 78s. 3d. per kilo for under 25-kilo lots.

NARCOTINE.—ALKALOID and HYDROCHLORIDE, 399s. 6d. kilo.

OLEIC ACID.—B.P. £171 per ton.

OPIATES.—Home trade prices (per kilo) (subject to D.D.A. Regulations):—

	1 kilo and over		Under 1 kilo	
	s.	d.	s.	d.
CODEINE				
ALKALOID ...	2,132	6	2,168	0
HYDROCHLORIDE ...	1,886	0	1,921	0
PHOSPHATE ...	1,639	0	1,674	6
SULPHATE ...	1,886	0	1,921	0
MORPHINE				
ACETATE ...	1,975	0	2,009	0
ALKALOID ...	2,362	0	2,397	0
HYDROCHLORIDE ...	1,956	6	1,991	6
SULPHATE ...	1,956	6	1,991	6
TARTRATE ...	2,309	0	2,344	0
ETHYLMORPHINE				
ALKALOID ...	2,432	0	2,467	6
HYDROCHLORIDE ...	2,097	6	2,132	6
DIAMORPHINE				
ALKALOID ...	2,309	0	2,344	0
HYDROCHLORIDE ...	2,115	0	2,150	0

PENTOBARBITONE.—Less than 100-kilo lots; 93s. per kilo for ACID and 98s. for SODIUM.

PETHIDINE HYDROCHLORIDE.—Subject to D.D.A. regulations, 5-kilo lots, are at 300s. kilo.

PHENOBARBITONE.—50-kilo lots, 55s. 3d. per kilo, SODIUM, 60s. 9d.

PHENOLPHTHALEIN.—1-cwt., 9s. per lb.

PHOLCODINE.—8 oz. lots, 91s. 6d. per oz. (3,227s. per kilo).

PHOSPHORIC ACID.—B.P. (s.g. 1,750); 10-drum lots, 156s. 10d. per cwt.; 54-kilo lots in bottles, 4s. 9d. per kilo.

PHTHALYLSULPHATHIAZOLE.—5-k ilo lots, 32s. 6d. per kilo; 50-kilos, 31s. 6d.

PHYSOSTIGMINE.—(100-gm. lots, per kilo): SALICYLATE, 13,733s. 6d.; SULPHATE 17,574s. 6d.

PILOCARPINE.—1-kilo lots, HYDROCHLORIDE, 1,621s. 6d.; NITRATE, 1,463s.

PYROGALLIC ACID.—1-cwt. photographic crystals, 32s. 3d. per lb.

QUINALBARBITONE.—SODIUM and ACID are 99s. for less than 25-kilo lots.

SALICYLIC ACID.—250-kilos, 7s. 3d. kilo.

SODIUM SULPHATE.—B.P. £36 5s. to £38 10s. per ton as to crystal. B.P. exsiccated £58 10s. ton (5-cwt. lots).

STRYCHNINE.—100-oz. lots ALKALOID, 7s. per oz. SULPHATE and HYDROCHLORIDE, 6s.

SUCCINIC ACID.—One-ton £149 in drums.

SUCCINYLSULPHATHIAZOLE.—5-kilo lots, 46s. per kilo; 50-kilos, 45s. kilo.

SULPHACETAMIDE.—50-kilo lots, 54s. per kilo; SODIUM, 55s.

SULPHADIAZINE.—50-kilo lots, 46s. 8d. kilo.

SULPHADIMIDINE.—50-kilo lots are 29s. per kilo.

SULPHAGUANIDINE.—100-kilo lots, about 19s. 6d. per kilo.

SULPHAMERAZINE.—In 50-kilo lots, 37s. 6d. per kilo.

SULPHAMETHIZOLE.—B.P. Under 50-kilos, 85s. per kilo.

SULPHANILAMIDE.—50-kilo lots, 13s. 1d. per kilo.

SULPHAPYRIDINE.—6-kilo lots, 120s. per kilo.

SULPHATHIAZOLE.—100 kilos, 39s. per kilo; 50 kilos, 40s.

TANNIC ACID.—B.P. fluffy, 10s. 6d. per lb. (5-cwt. lots) and powder, 10s. 3d.

TARTARIC ACID.—(In bags, per metric ton, delivered), 50 kilos, £376; 250 kilos, £371; 1,000 kilos, £362. If supplied in drums add 10s. per 1,000 kilos.

THEOPHYLLINE.—50-kilo lots and over: B.P., 37s. 3d. per kilo; HYDRATE, B.P., 36s. 3d. and AMINOPHYLLINE, 36s. 3d. per kilo.

THIOGLYCOLLIC ACID.—Basic rates per lb. 97-98 per cent., 26-lb. packs, 15s. 6d.; 75 per cent., 11s. 6d. AMMONIUM THIOGLYCOLLATE 40 per cent., pH 9.3 (24-lb. packs), 7s.; MONOETHANOLAMINE THIOGLYCOLLATE, pH 9.9 40 per cent. 10s. 2d. All carriage paid United Kingdom and subject to purchase tax.

### Crude Drugs

BUCHU.—LEAVES, spot, 20s. 6d. lb.; 19s. 3d., c.i.f.

CAMPHOR.—B.P. powder, 42s. kilo; 39s. 6d., c.i.f.

CARDAMOMS.—(Per lb.). Alleppy greens, 28s., c.i.f.; prime seed, 35s. 6d., c.i.f.

CLOVES.—Zanzibar, 17s. 6d. lb. spot.

COLOCYNTH PULP.—Spot, 4s. 6d. lb.; 4s. 3d., c.i.f.

GINGER.—(Per cwt.)—Nigerian split, 170s., spot; peeled, 170s.; Jamaican, 450s., spot.

JALAP.—Mexican, 6s. lb. spot; 5s. 9d., c.i.f. Brazilian, 2s. 2d.; 2s., c.i.f.

KARAYA.—No. 2 f.a.q. gum, 485s. cwt., spot; 460s., c.i.f.

MENTHOL.—(lb.). Chinese, 34s., spot, shipment, 32s., c.i.f. Brazilian, 26s.; spot, 24s. 3d., c.i.f.

NUTMEGS.—(Per lb., c.i.f.) West Indian, 80's, 6s. 6d.; sound assorted, 5s., defectives, 3s. 6d. East Indian, 80's, 5s. 9d.; 110's, 4s. 10½d., b.w.p., 3s. 5½d.

QUILLAIA.—315s. cwt., spot; no shipment offers.

SARSAPARILLA.—Spot, 4s. 9d.; no c.i.f. offers.

SENEGA.—Canadian, spot, 30s. 3d. lb.; 30s., c.i.f. Japanese, 26s. in bond; shipment, 22s. 6d., c.i.f.

VALERIAN ROOT.—Indian, 315s. cwt. spot; 300s., c.i.f.; Continental, 400s.; 380s., c.i.f.

### Essential and Expressed Oils

ANISE.—Chinese, 15s. 6d. lb.; 15s., c.i.f.

BOIS DE ROSE.—Brazilian, 19s. 9d. lb. spot and 18s. 9d., c.i.f.

CASSIA.—Spot from 25s. per lb. for 80-85 per cent., 19s., c.i.f.

PALMAROSA.—190s. kilo; 185s., c.i.f.

PEPPERMINT.—(Per lb.) *Arvensis*: Chinese, 9s. 9d., spot, 9s. 3d., c.i.f. Brazilian, 9s. 7½d., spot; 9s., c.i.f. (March-April). American *Piperita*, 40s. to 60s.; Italian, 95s.

### UNITED STATES REPORT

NEW YORK, February 18: There was a shortage of BEES-WAX reported because of the dock strike but prices were unchanged. AGAR was steady at from \$2.75 to \$3 lb. White CAMPHOR OIL was short at 60/90 cents lb.



## EXPANSION PROJECTS

A NEW £500,000 branch of Boots, Ltd., in High Street, Sutton, Surrey, which will open in September will be five times larger than the present one. The shopping area will be more than 15,000 sq. ft.

PRODUCTION of unplasticised PVC film and sheeting is being stepped up by Commercial Plastics, Ltd. (a member of the Unilever Group), with the installation of a new calender as part of their £650,000 development scheme at their factory at Orpington, Kent. The company has formed a new packaging and special films division, which will handle all marketing and sales activities. The factory itself will continue to be known as Greenwich Plastics.

## TRADE MARKS

### APPLICATIONS ADVERTISED BEFORE REGISTRATION

"Trade Marks Journal," February 5, No. 4719

DURELON, 925,557, by Espe Fabrik Pharmazeutischer Prepare, G.m.b.H., Oberbayern, Germany. For dental substances and materials (5)

ONWARD (device), 927,068, by Onward Pharmaceutical Services, Ltd., London, W.C.1. For pharmaceutical, veterinary and sanitary substances; materials prepared for bandaging; and disinfectants (5)

"Trade Marks Journal"  
February 12, No. 4720

TAMOX, 917,479, by Murphy Chemical Co., Ltd., Wheathampstead, St. Albans, Herts. For preparations for retarding or regulating the growth of plants (1)

FISONS SPRAYFEED, 919,528, by Fisons, Ltd., Felixstowe, Suffolk. For chemical products for use in agriculture, horticulture and forestry; and fertilisers; all being adapted for use in spray form (1)

SUPER PREP, 929,992, by Ulano, A.G., Kusnacht-Zurich, Switzerland. For sensitised photographic films (1)

REFINAL, 931,406, by Agfa-Gevaert, A.G., Leverkusen-Bayerwerk, Germany. For photographic developing preparations and substances (1)

CLAIROL, 887,448, by Clairol, Inc., New York, U.S.A. For non-medicated toilet preparations; perfumes, eau de Cologne, toilet waters; cosmetic preparations; and preparations for the hair; but not including soaps or essential oils (3)

WHITEGUARD, 914,920, by Unilever, Ltd., Port Sunlight, Birkenhead, Ches. For dentifrices (3)

MY ISLANDS, 917,874, by Gillette Co., Boston, Massachusetts, U.S.A. For perfumes, cosmetics, non-medicated toilet preparations; essential oils; and toilet soap (3)

SUPERSOFT (device), 922,566, by F. W. Hampshire & Co., Ltd., Derby. For perfumes, toilet preparations (not medicated), cosmetic preparations, shampoos and preparations for dressing and setting the hair (3)

GABRY, 924,736, by Società Farmaceutici Italia, Milan, Italy. For soap, perfumes, perfumed non-medicated toilet preparations, essential oils, cosmetics, hair lotions and dentifrices (3)

ARANDELLE, 926,775, by R. & E. Humphreys, Llanbedrog, Pwllheli, Caernarvons. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, soaps and essential oils (3)

CALDEY (device), 927,525, by James Rodney Wicksteed, the Right Reverend the Abbot of the Order of the Cistercians of the Strict Observance, Caldey Island, off Tenby, Pembrokes. For soaps; perfumes and non-medicated toilet preparations, essential oils, cosmetics, hair lotions; dentifrices (3)

DALOTOP, DALPRIM, 918,475-76, by J. R.

Geigy, A.G., Basle, Switzerland. For preparations for killing weeds and destroying vermin, insecticides, larvicides, fungicides and pesticides (5)

AUBROL, AXIAM-BRIN, GRADEIN, INCOLUMIN, KETRION, LISCALE, MANEVIAL, SCARTIL, 918,477-84, by J. R. Geigy, A.G., Basle, Switzerland. For pharmaceutical preparations for human and veterinary use; sanitary substances; medical and surgical plasters; material prepared for bandaging; disinfectants and antiseptics (5)

ACTHUMON, 925,274, by Crookes Laboratories, Ltd., Basingstoke, Hants. For pharmaceutical preparations containing hormones (5)

FISONS PHARMACEUTICALS, 921,804, by Fisons, Ltd., Felixstowe, Suffolk. For pharmaceutical preparations for human and veterinary use (5)

DE-ODAIR, B922-291, by J. Goddard & Sons, Ltd., Leicester. For preparations for freshening, purifying and deodorising air (5)

DIANEAL, 923,339, by Baxter Laboratories, Inc., Morton Grove, Illinois, U.S.A. For peritoneal dialysis solutions (5)

INDI-GO, B924,501, by Culverwell (Fleetwood), Ltd., Fleetwood, Lancs. For pharmaceutical preparations for oral administration in the prophylaxis and treatment of indigestion (5)

CIDOPLAST, 925,380, by Roussel-Uclaf, Paris, 7, France. For adhesive surgical dressings incorporating an antibiotic (5)

PERIACTIN-VITA, 925,700, by Merck & Co., Inc., Rahway, New Jersey, U.S.A. For pharmaceutical preparations containing an appetite stimulant and vitamins, for use in promoting growth and for prophylactic use in connection with metabolic deficiencies, and for the treatment of such deficiencies (5)

UNIMYCIN, B927,865, by Unigreg, Ltd., London, S.W.19. For antibiotics (5)

GALGISWAB, 928,042, by Medical Alginates, Ltd., Perivale, Greenford, Middlesex. For calcium alginate swabs, for medical and surgical use (5)

RINEZIN, 928,468, by Bracco Industria Chimica, S.p.A., Milan, Italy. For pharmaceutical and veterinary preparations and substances (5)

OPPACYN, 931,907, by Oppenheimer, Son & Co., Ltd., London, S.W.9. For pharmaceutical preparations and substances (5)

OMEGA (device), B909,205, by Omega Lampworks, Ltd., London, S.W.19. For dark room lamps and flash lamps for photographic purposes; gas filled electric discharge tubes (not for lighting) (9)

STROBOFIX, 928,981, by Rollei-Werke Franke & Heidecke, Braunschweig, Germany. For photographic, cinematographic and optical apparatus and instruments, and parts and fittings (9)

SAMPOULE, B924,307, by Arthur Bane, London, S.W.3. For extractors for taking blood specimens from the body; and parts and fittings (10)

## PATENTS

### COMPLETE SPECIFICATIONS ACCEPTED

From the "Official Journal (Patents),"  
February 12, 1969

Method and apparatus for the rapid drying of animal and vegetable materials. Nordischer Maschinenbau Rud. Baeder. 1,146,264.

Thebaine derivatives. Reckitt & Sons, Ltd. 1,146,271.

Thebaine and oripavine derivatives. Reckitt & Sons, Ltd. 1,146,272.

Process and apparatus for the manufacture of nitric acid. Humphreys & Glasgow, Ltd. 1,146,292.

Formation of granules, pellets and the like. Fawkhams Developments, Ltd. 1,146,300.

Concentrating nitric acid. Allied Chemical Corporation. 1,146,338.

Process and device for the labelling of articles. W. Pechmann. 1,146,349.

Process for the preparation of 17-ethynyl-19-nortestosterone. Notton, S.A. 1,146,357.

Photographic developing process. Agfa-Gevaert, A.G. 1,146,360.

Nitrofuryl quinoline derivatives. Abic, Ltd., R. G. Haber and E. Schonberger. 1,146,386.

Antiviral compositions. Smith Kline & French Laboratories. 1,146,389.

Surgical flushing device for treatment of hydrocephalus. Dow Corning Corporation. 1,146,413.

Method for preparing organotin compounds. Albright & Wilson (MFG), Ltd. 1,146,435.

Method of controlling sulphate reducing bacteria and algae growth. Amercian Cyanamid Co. 1,146,441.

Process for preparing condensed phosphorous acid. Monsanto Co. 1,146,445.

Nicotinic acid derivatives and method of preparing the same. American Cyanamid Co. 1,146,459.

Apparatus and process for concentrating phosphoric acid. Armour Agricultural Chemical Co. 1,146,476.

Osteoblastic extract. Soc. D'Etudes et de Recherches Biologiques. 1,146,486.

Anthracene derivatives and their preparation. Soc. Industrielle Pour la Fabrication des Antibiotiques. 1,146,488.

Process for extracting and recovering active polypeptides from animal organs. R. T. Gedeon Richter Vegyszeti Gyar. 1,146,565.

Insecticidal composition containing a substituted dialkylsulphide. Vsesojny Nauchnoissledovatel'sky Institute Khimicheskikh Sredstv Zashchity Rasteniy. 1,146,616.

Process for coating pharmaceutical preparations with moisture-preventing film. Sumitomo Chemical Co., Ltd. 1,146,621.

Process for the manufacture of an active anticancer substance. Texim Darjavno Stopansko Predpriatiye. 1,146,626.

Anthelmintic compositions. Merck & Co., Inc. 1,146,634.

Hydrolysis of steroidal acetals and ketals. Syntex Corporation. 1,146,711.

Polypeptides. Soc. Farmaceutici Italia. 1,146,800.

Surgical splints. Secretary of U.S.A. Army. 1,146,821.

Des-A-gonanes and processes for their preparation. Roussel-Uclaf. 1,146,867.

2-oxa-gonatrienes and process for their preparation. Roussel-Uclaf. 1,146,868.

Method for producing glutamic acid. International Minerals and Chemical Corporation. 1,146,963.

Steroids and the manufacture thereof. Upjohn Co. 1,146,991/992.

British patent specifications relating to the above will be obtainable (price 4s. 6d. each) from the Patents Office, 25 Southampton Buildings, Chancery Lane, London, W.C.2, from March 26.

## CONTEMPORARY THEMES

### Subjects of contributions in current medical and technical publications

COUGH AND COLD REMEDIES: a potential danger to patients on monoamine-oxidase inhibitors. *Brit. med. J.*, February 15, p. 404.

AZATHIOPRINE in rheumatoid arthritis. *Brit. med. J.*, February 15, p. 420.

TRICHLOROETHYLENE NEUROPATHY. *Brit. med. J.*, February 15, p. 422.

DRUG ADMINISTRATION ERRORS. *The Hospital*, February, p. 55.

COUMARIN. Metabolism of, in man. *Nature*, February 15, p. 664.

SUPPRESSION OF CONCEPTION with D-6-methyl-8-cyanomethylergoline in rats. *Nature*, February 15, p. 666.

DOMESTIC PET ANIMALS. Hazards to, from common toxic agents. *Vet. Rec.*, February 15, p. 161.

ORAL CONTRACEPTIVES. Rheumatic symptoms and serological abnormalities induced by. *Lancet*, February 15, p. 323.

DAUNORUBICIN in the treatment of acute myelocytic leukaemia. *Lancet*, February 15, p. 330.

RENAL ALLOGRAFTS. Initial treatment of, with large intrarenal doses of immunosuppressive drugs. *Lancet*, February 15, p. 338.

INTRAMUSCULAR PENTAGASTRIN compared with other stimuli as tests of gastric secretion. *Lancet*, February 15, p. 341.



## COMING EVENTS

Items for inclusion under this heading should be sent in time to reach the Editor not later than first post on Wednesday of the week of insertion.

### Monday, February 24

ENFIELD CHEMISTS' ASSOCIATION, Wheatsheaf hotel, Baker Street, Enfield, at 7.45 p.m. Professor A. H. Beckett (head of Chelsea School of Pharmacy, and a member of Council) on "The Problem of Dope in Society and Sport."

INTERNATIONAL DISPLAY MARKET WEEK, Grosvenor House, Park Lane, London, W.1. Until February 27.

NORTHAMPTON BRANCH, PHARMACEUTICAL SOCIETY, Plough hotel, Bridge Street, Northampton, at 8 p.m. Dr. C. H. R. Palmer on "Milliequivalents."

### Tuesday, February 25

FIFE BRANCH, PHARMACEUTICAL SOCIETY, Oller-ton hotel, Kirkcaldy, at 7.45 p.m. Dr. F. Fish (Strathclyde University, Glasgow) on "Science in Crime Detection."

HOUNSLOW, WEMBLEY AND WEST MIDDLESEX BRANCHES, PHARMACEUTICAL SOCIETY, Park hotel, Greenford Avenue, London, W.7, at 8 p.m. Mr. D. F. Lewis (secretary and registrar of the Society) on "Pharmacy in the Coming Year."

IMPO 69 (Photographic Importers' Association exhibition), New Bristol Centre, Frogmore Street, Bristol, 1, 2 p.m.-9 p.m. Also on Wednesday, 11 a.m. to 6 p.m.

RETAIL ALLIANCE, Royal Lancaster hotel, Lancaster Terrace, London, W.2, at 2.30 p.m. and 7.30 p.m. Decimalisation meetings.

SOUTH-EAST METROPOLITAN BRANCH, PHARMACEUTICAL SOCIETY, Medical centre, Lewisham Hospital, London, S.E.13, at 8 p.m. Mr. Lynn Evans (department of surgery, Lewisham Hospital) on "Vascular Surgery and Genito-urinary Malfunctions."

### Wednesday, February 26

BOURNEMOUTH BRANCH, PHARMACEUTICAL SOCIETY, Medical centre, Boscombe, at 1.15 p.m. Dr. P. Liebling on "What Tablet is This?" At Cornelia nurses' hostel, Poole, Dr. D. C. Brown on "Management of Asthma in Children."

HERTFORD BRANCH, PHARMACEUTICAL SOCIETY, Queen Elizabeth II Hospital, Welwyn Garden City, at 8 p.m. Dr. D. Jack on "Looking for New Drugs."

ISLE OF WIGHT BRANCH, PHARMACEUTICAL SOCIETY, Postgraduate medical centre, St. Mary's Hospital, Newport, at 8 p.m. Meeting to discuss "Return your unwanted medicines" campaign.

LANCASTER, MORECAMBE AND WESTMORLAND BRANCH, PHARMACEUTICAL SOCIETY, Postgraduate medical centre, Royal Infirmary, Ashton Road, Lancaster, at 8 p.m. Dr. Brian Beeson (consultant pathologist) on "Medico-legal Investigations."

MERSEYSIDE BRANCHES, PHARMACEUTICAL SOCIETY, Exchange hotel, Liverpool, at 8 p.m. Discussion of Branch resolutions.

RETAIL ALLIANCE, Lower Guildhall, Queen's Parade, Plymouth, at 7.30 p.m. Decimal currency meeting.

SOCIETY FOR DRUG RESEARCH, 17 Bloomsbury Square, London, W.C.1, at 10 a.m. Symposium on "Fibrinolysis."

SOUTH LONDON AND SURREY PHARMACISTS' GOLFING SOCIETY, Cobbs' Banqueting suite, London, S.E.26, at 6.30 p.m. Annual dinner and dance and ladies' night.

WARRINGTON BRANCH, PHARMACEUTICAL SOCIETY, Feathers hotel, Bridge Street, Warrington, at 8 p.m. Mr. C. C. Stevens, on "New and Proposed New Legislation."

### Thursday, February 27

ABERDEEN AND NORTH-EASTERN SCOTTISH BRANCH, PHARMACEUTICAL SOCIETY, Treetops hotel, Springfield Road, Aberdeen, at 8 p.m. Mr. R. McKay (an inspector of the Society) on "Everyday Pharmacy Law."

BEDFORDSHIRE BRANCH, PHARMACEUTICAL SOCIETY, Cross Keys hotel, Pulloxhill, at 8 p.m. Recorded lecture on "The Work of the Society's Department of Pharmaceutical Sciences."

BRISTOL BRANCH, PHARMACEUTICAL SOCIETY, Dryham Lodge, 16 Clifton Park, Bristol, 8, at 7.30 p.m. Mr. Greer Malcolmson on "Autonomic and Allied Disturbances in Otorhinolaryngology in Relation to Pharmaceuticals."

EASTBOURNE BRANCH, PHARMACEUTICAL SOCIETY, Queens hotel, Eastbourne, at 8 p.m. Tape-recorded lecture: "Going Metric."

EDINBURGH AND SOUTH-EASTERN SCOTTISH BRANCH, PHARMACEUTICAL SOCIETY, 36 York Place, Edinburgh, at 7.45 p.m. Mr. W. K. Lawrie (chairman) on "Movie Memoirs."

LEEDS BRANCH, NATIONAL PHARMACEUTICAL UNION, Griffin hotel, Leeds, at 8 p.m. Speaker: Mr. J. Wright (secretary, National Pharmaceutical Union).

NORTH STAFFORDSHIRE BRANCH, PHARMACEUTICAL SOCIETY, North Stafford hotel, Stoke-on-Trent, at 6.30 p.m. Annual dinner and dance.

PHARMACEUTICAL GROUP LUNCHEON CLUB, ROYAL SOCIETY OF HEALTH, Quaglino's, Bury Street, London, S.W.1, at 12.30 p.m. Mr. J. A. Lumley (managing director and chairman, Riker Laboratories and president, Association of the British Pharmaceutical Industry) on "Importance of the Pharmaceutical Industry and its Role in Exports."

PORTSMOUTH BRANCH, PHARMACEUTICAL SOCIETY, Portsmouth Medical Centre, at 7.45 p.m. Discussion of Branch resolutions.

REIGATE AND REDHILL BRANCH, NATIONAL PHARMACEUTICAL UNION, St. Mark's hall, Alma Road, Reigate, at 7.45 p.m. Mr. E. J. Downing (an assistant secretary, N.P.U., and secretary, Pharmacy Assistants Training Board) on "Metrication and the B.N.F."

RETAIL ALLIANCE, Royal Lancaster hotel, Lancaster Terrace, London, W.2, at 2.30 p.m. and 7.30 p.m. Decimalisation meetings.

SOCIETY FOR ANALYTICAL CHEMISTRY, Wellcome Building, Euston Road, London, N.W.1, at 3 p.m. Papers by Dr. P. Johnson and H. R. Hazelton (Wellcome Research Laboratories) on "Application of Gas-liquid and Thin-layer Radiochromatography to Drug and Liquid Metabolism;" Mr. D. A. Lambie (Radiochemical Centre, Amersham) on "Use

of Thin-layer Chromatography in Checking the Purity of Labelled Compounds;" and Dr. T. H. Simpson (Department of Agriculture and Fisheries for Scotland, Torry Research Station) on "Low Background Systems for Radiochromatography."

UNIVERSITY OF LONDON, School of Pharmacy Brunswick Square, London, W.C.1, at 5.30 p.m. Professor Bengt Samuelsson (Stockholm) on "Prostaglandins: I. Chemistry and Methods of Analysis."

### Friday, February 28

DUNDEE AND EASTERN SCOTTISH BRANCH, PHARMACEUTICAL SOCIETY, and LOCAL DIVISION, BRITISH MEDICAL ASSOCIATION, Queens hotel, Dundee, at 8.15 p.m. Dr. D. G. Rushton (department of forensic medicine, Dundee University) on "The Doctor in the Investigation of Crime."

UNIVERSITY OF LONDON, SCHOOL OF PHARMACY, Brunswick Square, London, W.C.1, at 5.30 p.m. Professor Bengt Samuelsson (Stockholm) on "Prostaglandins: II. Biosynthesis and Metabolism."

### Advance Information

INTERNATIONAL PHARMACEUTICAL FEDERATION, Geneva, Switzerland, August 31 to September 5, 1970. Twenty-third general assembly and thirtieth International Congress of Pharmaceutical Sciences; Washington, D.C., U.S.A., September 5-10, 1971, thirty-first International Congress of Pharmaceutical Sciences.

RETAIL ALLIANCE. Meetings on decimalisation for retailers are being held at Guildhall, Worcester, at 7.30 p.m. on March 5 and at the Lesser Free Trade Hall, Manchester, at 7 p.m. on March 6.

### Courses and Conferences

AGRICULTURAL AND VETERINARY PHARMACEUTICAL GROUP, PHARMACEUTICAL SOCIETY OF GREAT BRITAIN, Kesteven Agricultural College, Grantham, Lincs., at 2.30 p.m. on March 19. Mr. B. Jacklin (head of agricultural science department) on "Recent Developments in Animal Nutrition;" tour of farms and poultry department; Mr. P. Cherry (head of poultry department) on "Intensive Livestock Production;" Dr. O. V. Crawford (Nottingham University) on "Residues in the Soil—What Becomes of Them?"; and Mr. B. H. Bagnall (Baywood Chemicals, Ltd.) on "Prevention and Control of Diseases in Agriculture and Horticultural Plants."

### Exhibitions and Fairs

KODAK, LTD., Kodak House, Kingsway, London, W.C.2. Exhibition of colour portraits by Mr. D. Wheeler extended to March 27 (see C. & D., February 8, p. 131).

## PRINT AND PUBLICITY



SHOW MATTER FROM "REPS": A range of display material for Mum deodorant currently being carried by the sales force of Bristol-Myers Co., Ltd., Weavers House, 14 Stratford Place, London, W.1, includes a three-dimensional showcard; "tumble" display counter unit; small plastic unit; and "tumble" floor standing bin. The material is being circulated in readiness for the heaviest promotional backing ever for the product. In 1968, say the makers, Mum rollette and refill accounted for over 40 per cent. of total deodorant sales. At right is shown a new three-dimensional showcard for Loving Care, semi-permanent for covering grey hair. Bonus offer for the product ends February 28.

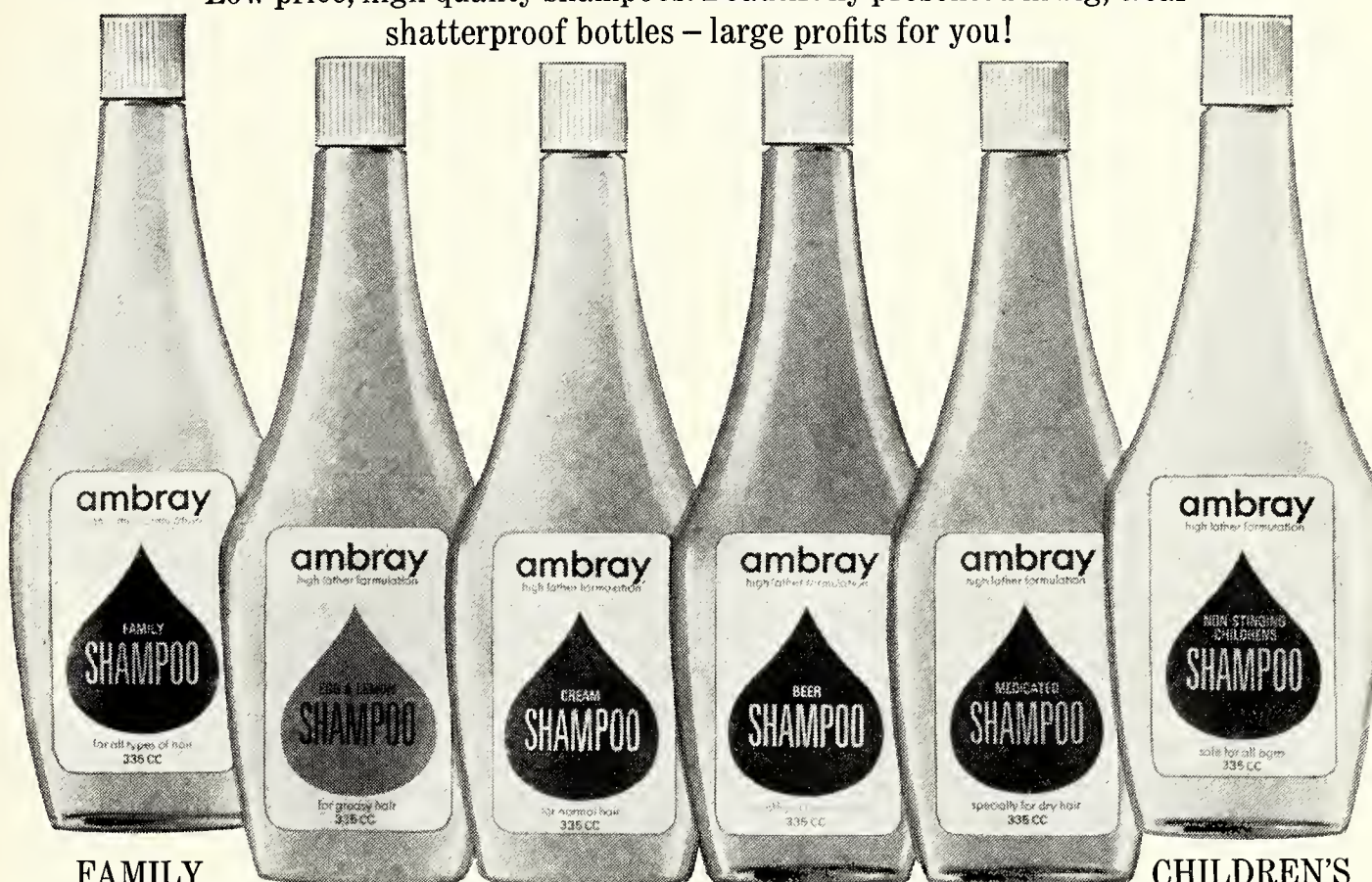






# AMBRAY-6 NEW SUPER SHAMPOOS.

Low price, high quality shampoos. Beautifully presented in big, clear shatterproof bottles – large profits for you!



**FAMILY**  
For all types of hair

**EGG & LEMON**  
for greasy hair

**CREAM**  
for normal hair

**BEER**  
for difficult hair

**MEDICATED**  
for dry hair

**CHILDREN'S SHAMPOO too!**

Goodbye to bath-night tears! Ambray's Children's Shampoo has a special non-stinging formulation. AND there's a neck-hanger label to draw extra attention.

**Prices** – Adult shampoo range: 21/6d per doz. plus P.T. Recommended retail price 3/4d.  
Children's shampoo: 29/1 per doz. plus P.T. Recommended retail price 4/6d.



## AND AMBRAY BREAKS INTO THE HAIRSPRAY MARKET!

Fragrant, non-sticky, crystal clear hairsprays in beautifully designed cans. Attractive low prices with the right profits for you! Available in free colourful dispensers.

3 oz: 23/- per doz. plus P.T.  
Recommended retail price 3/11d.  
12 oz: 42/8d per doz. plus P.T.  
Recommended retail price 7/3d.



NAME .....

RETAIL ADDRESS .....

TELEPHONE .....

MY USUAL WHOLESALER'S NAME .....

C.D.9

Send this coupon to: E. R. Holloway Ltd., Oldings Corner, Hatfield, Herts.

**FOR MORE  
INFORMATION,  
PLEASE FILL IN  
THE COUPON**

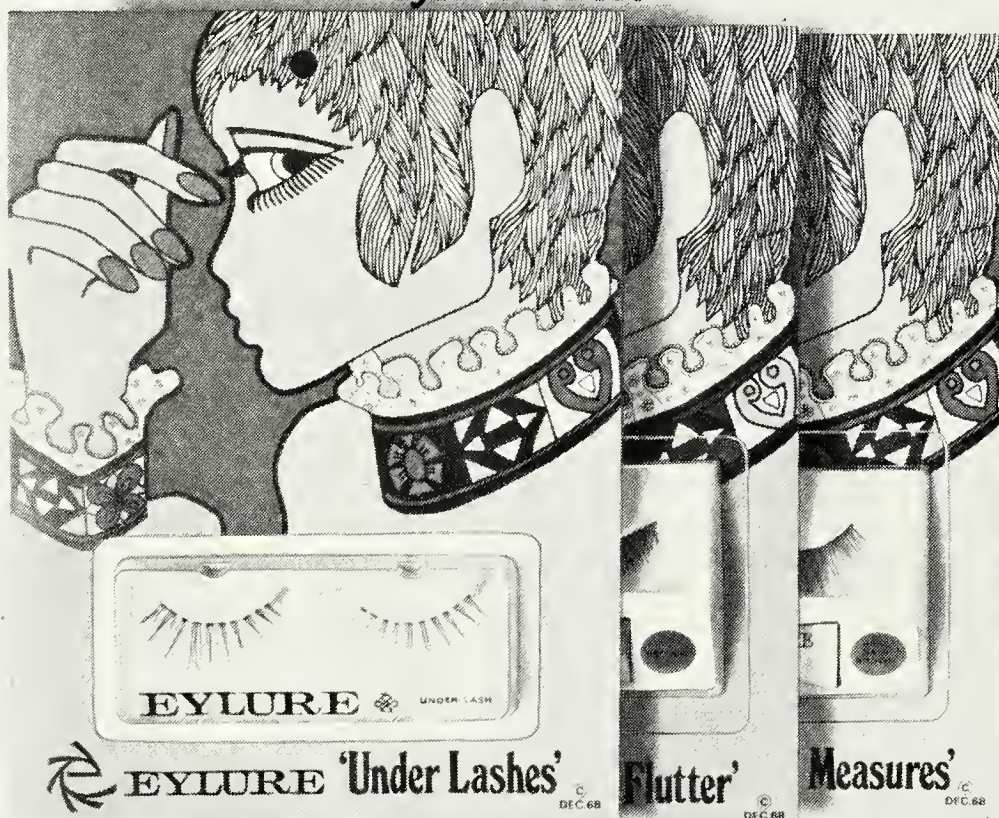


This month's money-spinner for you & **EYLURE**



# Introducing Miss Eylure

the new carded range designed to introduce teenagers to Eylure lashes



Super colourful cards – with plenty of teenage appeal.

The price is low – the lashes are *pure* Eylure: young customers will appreciate the competitive price. You'll like the quick turnover.

Space-saving, colourful display stand specially designed for Miss Eylure.

The Miss Eylure styles are First Flutter, Ups'nDowns, Half Measures, Under Lashes. And the new tweezer-type Lash Fixer.

You'll want to introduce your young customers to Miss Eylure straight away – so order now.

**EYLURE**

Eylure Limited, 60 Bridge Road East, Welwyn Garden City, Herts. Tel: Welwyn 20161




To every man who ever wanted  
to make more money, this is a  
vital word:

**Cuticura®** In 1969 Cuticura are continuing their great advertising campaign that's been researched and tested to make sure it really does its job. And that, of course, is to sell more Cuticura than ever before.

There'll be whole page ads for Soap, Hand Cream and Talcum, in mass market women's magazines. In Honey, Woman, Woman's Own, Living, 19, True Story, True Romances, Woman's Story—a really powerful burst of advertising.

We think it's only fair to warn you that women will be wanting Cuticura. So we'd like to suggest that you really stock up. And get your fair share of the very generous profits. All you have to do is remember this vital word. Cuticura.


PS24




To every girl who ever felt  
embarrassed about her skin  
a comforting word.

**Cuticura**

Hand Cream, Hand Soap, Talcum, and all the Cuticura line are effective in relieving skin irritation, itching, and dryness. Cuticura is the only skin product that contains both salicylic acid and resorcinol, the two most powerful skin-soothing ingredients. Cuticura is the only skin product that contains both salicylic acid and resorcinol, the two most powerful skin-soothing ingredients. Cuticura is the only skin product that contains both salicylic acid and resorcinol, the two most powerful skin-soothing ingredients.




Cuticura guards your skin.



To every mother with a  
beautiful young baby, this is  
an important word:

**Cuticura**

Hand Cream, Hand Soap, Talcum, and all the Cuticura line are effective in relieving skin irritation, itching, and dryness. Cuticura is the only skin product that contains both salicylic acid and resorcinol, the two most powerful skin-soothing ingredients. Cuticura is the only skin product that contains both salicylic acid and resorcinol, the two most powerful skin-soothing ingredients. Cuticura is the only skin product that contains both salicylic acid and resorcinol, the two most powerful skin-soothing ingredients.



Cuticura guards your skin.



To every woman who  
ever wanted to hide her hands,  
a cheering word:

**Cuticura**

Hand Cream, Hand Soap, Talcum, and all the Cuticura line are effective in relieving skin irritation, itching, and dryness. Cuticura is the only skin product that contains both salicylic acid and resorcinol, the two most powerful skin-soothing ingredients. Cuticura is the only skin product that contains both salicylic acid and resorcinol, the two most powerful skin-soothing ingredients. Cuticura is the only skin product that contains both salicylic acid and resorcinol, the two most powerful skin-soothing ingredients.



Cuticura guards your skin.



# COTTON WOOLS

in cartons from  
**ILLINGWORTHS**



Smart polythene-wrapped blue and white packs. Modern looks, more convenience maximum hygiene. 1 oz., 4 oz., 16 oz., sizes. B.P.C. and Hospital Qualities.

Also in Rolls

Pleated in Polythene Bags

Bottle Neck Wool

Respirator & Filter Pads

Blended Wool

A high quality product of  
**E. ILLINGWORTH & CO. (BRADFORD) LTD.**  
Shelf Mills, Shelf, Nr. Halifax  
Tel: Bradford 676261-9 Grams: Ilmond Bradford  
Telex: 51632

*NOW—a new smaller size of*  
**GOOD BOY**  
*Choc-flavoured veterinary*  
**YEAST-PLUS\***  
TONIC TABLETS FOR DOGS



Originally introduced in the 240-tablet (5½ oz.) drum to sell at 4/11d, Yeast-Plus are now available in a popular 1/11d. drum. This size has been demanded and is a certain seller.

★ Yeast-Plus is a superior product, based on pure yeast of B.P.C. standard plus all essential vitamins and the unique choc flavour readily accepted by dogs. By the makers of the famous Good Boy choc drops for dogs.

Generous profit margin. Attractive showcard available.

New popular-size  
drum of 80 tablets  
(2 oz.). Suggested to  
sell at 1/11d.

**SEND COUPON FOR DETAILS**

To: **GOOD BOY PET FOODS LTD.**  
CASTLE GATE, NOTTINGHAM

Please send details of Good Boy Yeast-Plus Tonic Tablets  
and Good Boy vitaminised choc drops for dogs

Tick here

Name .....

Address .....

CD13

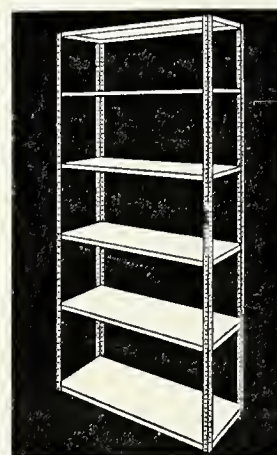
## Show more-sell more with attractive Easy-to-Fix WHITE STEEL SHELVING

73" high, 34" wide,  
12" deep. Six  
shelves adjustable  
every inch.  
Hygienic and easy  
to clean.

FOR  
**£4.13.9**

PER BAY  
(CARRIAGE FREE  
ON MAINLAND)

Send for FREE catalogue of our  
complete range of storage equipment  
**ORDER NOW** (cash with order)



## N.C. BROWN LTD

INDUSTRIAL  
SALES DIVISION

pacesetters in storage equipment



Eagle Steelworks, Heywood, Lancs. Tel: 69018  
London: 25/27 Newington St. WC2. Tel: 01-405-7931  
Please send.....bays of White Steel Shelving  
(State No. req.)

NAME .....

ADDRESS .....

CD



**ACE**  
 —the new  
 toothbrush  
 which bends over  
 backwards to  
 make you smile...  
 all the way  
 to the bank!



#### The ACE range

The exciting ACE range (six brilliant colours to make a big splash on your counter) comes 'blister-packed' on card. Each toothbrush has its own, free, adhesive holder in the same colour as the brush itself. This range will be backed by—

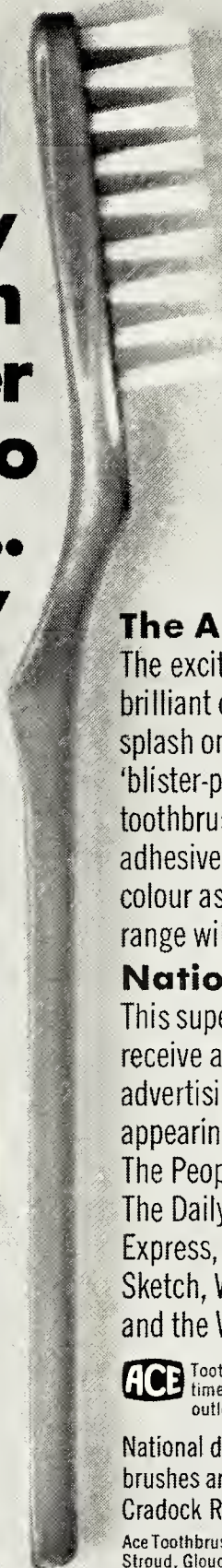
#### National Advertising

This superb toothbrush will receive a heavy National Press advertising launch campaign appearing frequently in Woman, The People, The Sunday Mirror, The Daily Mirror, The Sunday Express, Reveille, The Daily Sketch, Weekend, Sunday Post, and the Weekly News.

**ACE** Toothbrushes solemnly promise that at no time will this product be sold through any outlet except chemists.

National distributors for Ace toothbrushes are Devon Hair Aids Ltd., Cradock Road, Luton, Beds.

Ace Toothbrushes (A division of Critchley Bros. Limited, Stroud, Gloucestershire).



**Brush up your profits—move forward with ACE in 1969**



# Wiz Set has grown up



This is the continuing story of Wiz Set, the brand of hold heat rollers that was launched onto an unsuspecting market last year. Now Wiz Set has taken on a new look attractively packed in ten count acetate drums, (left) with a free take-home box for every customer. The drums are displayed in a new counter stand (right) in sets of six. Stock up with the grown-up Wiz Set packs now, and stand by the cash register.



**newey  
goodman**

Newey Goodman Ltd.,  
Robin Hood Lane,  
Hall Green,  
Birmingham.



**CLASSIFIED ADVERTISEMENTS**

Address Box Number Replies to: Box...., THE CHEMIST AND DRUGGIST, 28 ESSEX ST., STRAND, LONDON, W.C.2. Tel.: 01-353 6565  
This service does not extend to the forwarding of samples.

**APPOINTMENTS****BARNET GENERAL HOSPITAL**  
Wellhouse Lane, Barnet, Herts.**Pharmacy Technician I**

required for duties in the Group Pharmacy at Barnet General Hospital. Apply Group Pharmacist.

**ILFORD & DISTRICT H.M.C.****Locum Pharmacist**

any weeks July/August/September 1969. Apply to Group Secretary, King George Hospital, Eastern Avenue, Newbury Park, Ilford, Essex.

**ROYAL FREE HOSPITAL****Pharmacy Technician I**

required in Sterile Products Unit, Liverpool Road, N.1. Duties include preparation of sterile products with the possibility of spending some time on other pharmaceutical preparations. 38 hour week with alternate Saturday mornings free. Salary £600 to £820 per annum plus £90 London Weighting. Apply naming two referees to the Group Chief Pharmacist, Royal Free Hospital, Gray's Inn Road, London, W.C.1.

**ROYAL FREE HOSPITAL**  
Gray's Inn Road, W.C.1**SENIOR PHARMACIST**

Applications are invited for the post of Senior Pharmacist with special responsibility for out-patient pharmacy. The opportunity also exists for participation in a new system of drug distribution to the Wards. Salary on scale £1,151 per annum plus London Weighting and higher qualification allowance rising to £1,434 per annum. Additional payment is made for regular evening clinics. Applications naming two referees to the Group Chief Pharmacist, Royal Free Hospital, Gray's Inn Road, London, W.C.1.

**New Southgate Group**  
**Hospital Management Committee****FRIERN HOSPITAL****Chief Pharmacist III**

Required by this large Psychiatric hospital. Salary scale £1,494-£1,955. Whitley Council conditions and scales applicable. Applications naming two referees to the Group Secretary, Friern Hospital, New Southgate, London, N 11

**Isle of Thanet**  
**Management Committee****Senior Pharmacist**

(full or part-time or locum)

to assist Chief Pharmacist at the District Hospital, Margate Wing, which is a Category III Hospital.

Unfurnished house or furnished flat could be made available. Applications, with full details and names of two referees, to Hospital Secretary, from whom further information is obtainable.

**KING'S COLLEGE HOSPITAL**  
(St. Francis' Hospital)**Pharmacy Technician I or II**

required. Enquiries to Chief Pharmacist (Telephone 01-274 9941). Applications to Hospital Secretary, St. Francis' Hospital, Constance Road, East Dulwich, S.E.22.

**NORTH MONMOUTHSHIRE HOSPITAL MANAGEMENT COMMITTEE**

New Nevill Hall Hospital, Abergavenny, Mon.

**SENIOR PHARMACIST**  
and  
**PHARMACIST**

required for this New General Hospital, the first phase of which is shortly to be opened and will consist of 192 Acute Beds together with a full range of supporting in-patient and out-patient services. Modern well equipped pharmacy.

Assistance may be given with accommodation if required.

Salary scales:—

Senior Pharmacist: £1,151-£1,434 per annum.

Pharmacist : £1,087-£1,366 per annum.

Application Forms are obtainable from the Group Secretary, North Monmouthshire H.M.C., Nevill Hall Hospital, Abergavenny, Monmouthshire.

**ROYAL FREE HOSPITAL**

Gray's Inn Road, W.C.1

**Locum Pharmacist**

required. Salary £28 10s. 6d. per week. Applications naming two referees to the Group Chief Pharmacist.

**ANCOATS HOSPITAL**

Manchester 4.

**Senior Pharmacist**

Applications are invited for the post of Senior Pharmacist. In this interesting post the holder deputises for the Chief Pharmacist in his absence. The experience gained could be useful as a stepping stone for promotion. Applications stating age, qualifications and dates, with details of experience and the names and addresses of two referees, to the General Superintendent by Friday, 14th March. (Ref. 14570)

**WILLESBOROUGH HOSPITAL**

Ashford Kent

**Pharmacy Technician I or II**

required at the Willesborough Hospital, Ashford, Kent. Whitley Council conditions of Service. Applications to the Hospital Secretary.

**ROYAL FREE HOSPITAL**

Gray's Inn Road, W.C.1

**Pharmacy Technician I**

required in the Manufacturing Section. Duties include preparation and pre-packaging of liquid preparations, ointments etc., with the possibility of spending some time on Sterile Products. Salary £560 to £820 per annum plus £90 London Weighting. 38 hour week with alternate Saturday mornings free. Apply naming two referees to the Group Chief Pharmacist.

**SITUATIONS VACANT INDUSTRY****Medical**  
**Representatives**

Weddel Pharmaceuticals Limited are expanding their activities in the field of Surgical Sutures and require additional representatives to promote the sale of Weddel Sutures and other products in the following areas.

(a) Yorkshire (E. and W. Riding);

(b) Warwickshire, Staffordshire, Leicestershire, Derbyshire, Nottinghamshire.

Applicants (male and female) should preferably be established Medical Representatives with experience of calling on hospital staff in the areas concerned. A knowledge of Sutures would be an advantage, but is not essential.

Consideration will also be given to applicants to train for representative posts being created to meet future expansion. Applicants should have a good education and be generally interested in the medical field. Full training will be given.

Please apply in writing giving full details to:—

The Staff Manager (ADC 114),  
Weddel Pharmaceuticals Limited,  
14 West Smithfield,  
London, E.C.1.



**SITUATIONS VACANT  
OVERSEAS****Reckitt & Colman (Overseas) Ltd.****Export Sales Executive**

This company, with a fine record of export achievement, requires a Sales Executive for its Overseas Cosmetics Section whose area responsibilities will include such well known brands as Goya and Cedarwood. He will spend up to a total of four months each year touring overseas, mainly E.F.T.A. countries and the Mediterranean and Middle East areas and be responsible for increasing the company's profitable share of these markets by applying techniques of selling, merchandising and negotiation. Candidates in the 24-30 age group must have a flair for selling and be experienced in the marketing of toiletries and cosmetics or other fast selling consumer products in Britain and/or overseas. A knowledge of German and/or French would be a distinct advantage.

Starting salary will depend on experience offered: there is an annual bonus in shares or cash and a contributory pension scheme. There are excellent opportunities for advancement within the Reckitt & Colman Group.



Please apply giving brief but relevant details quoting ref AK.69 to: Personnel Director, Reckitt & Colman (Overseas) Limited, HULL, Yorkshire.

**Situations Vacant Industry—Continued****EXPORT MANAGER**

A pharmaceutical Company with a wide range of products is expanding its overseas activities and requires an additional Export Manager to promote the profitable growth of existing markets and to establish new markets. The Manager we want will make an effective contribution to the Export Divisions performance and will be responsible to the General Manager.

If you are in the age bracket 25-35 and have export selling experience in the Pharmaceutical Industry plus a pharmaceutical qualification, write to us—if you are not a pharmacist but have sound export selling experience still write to us—it could be profitable and progressive for us both.



Personnel Manager,  
**CALMIC LIMITED,**  
Ref. EM., Crewe Hall, Crewe, Cheshire.

**MALE LABORATORY ASSISTANT** required, for French perfumers. No qualifications necessary. Perivale area. Ring for appointment. 998-1646.

**SURGICAL INSTRUMENT** Warehouse Manager required 5 day week. Edwards Surgical Supplies, 289 City Road, London, E.C.1. 253/3731.

**FOR SALE**

**SAVE UP TO 30% on all consumer durable goods** — electrical goods, furniture, radios, etc. Famous Manufacturers deliver direct to you. Write for free 32-page Discount Shopping Guide to Discount Shopping Centres, Western House, 65/67 Western Road, Hove, Sussex. Tel.: Brighton 778922/3.

**SITUATIONS VACANT  
RETAIL****PHARMACIST****Superintendent Pharmacist**

urgently required to take charge of a busy dispensing department.

Good supporting staff.

Modern shop.

Good references required.

S.W. Lancs. area.

**Box C. 1354**

**DISPENSING ASSISTANT** required for busy pharmacy. Male or female, 40 hour week. Good conditions. Three weeks annual holiday. No Sunday or Thursday rota. O'Brien, 39 Wood Street, Walthamstow, E.17. Tel. 520 3055.

**SITUATIONS WANTED**

**INTERNATIONAL MARKETING MANAGER**, cosmetics, toiletries, fragrances, pharmaceuticals, seeks position in company requiring dynamic growth in sales and profits. Box C 1362.

**GENTLEMAN**, 30 years experience in retail and wholesale and stores in Scotland seeks situation as representative in this area. Box C 1363.

**LABORATORY TECHNICIAN**, Swedish, seeks a position in London or environment from June or July. Speaking English, German, knowledge of French. Working in Switzerland since two years in chemical laboratory. Preferable private clinic. Britt Svenburg, c/o Jayet, 41, av. du Léman, CH 1003 Lausanne, Switzerland.

**BUSINESS OPPORTUNITIES**

Investor wishes to purchase—  
**WHOLESALE CHEMIST SUPPLIES CO.**  
or will buy company shares  
outright, within Gt. Britain.  
**Box C.1333**

**PRIVATE BUYER** seeks pharmaceutical Proprietaries with reasonable trade or medium manufacturing/wholesale Pharmaceutical business. Good price paid. Box C 1367.

**AGENTS****WHOLESALE CHEMIST**

required by sole U.K. Agent to stock and despatch new unique and trademarked G.P. / Hospital product.

No outlay required.

Highly attractive potential.

Principals please write in confidence to:

**BOX C. 1369**



**TENDERS****LANCASHIRE COUNTY  
COUNCIL**

Tenders are invited for the supply of Chiropody Dressings, Felts, etc., for the period 1st April, 1969 to 31st March, 1970.

Forms of tender from The County Medical Officer of Health, Room 128, East Cliff County Offices, Preston, PR1 3JN.

The closing date for receipt of tenders is Wednesday, 12th March, 1969.

**WANTED**

**WANTED.** We want to purchase—Old drug drawers, display cabinets, bottles, carboys, pill rollers, plaster machines, shop signs, exterior and interior. In fact anything old. We dismantle and collect 100 miles radius of London — 121, Consort Road, Peckham, London, S.E.15. 01-639 6362.

**WE WILL PURCHASE** for cash a complete stock, a redundant line, including finished or partly finished goods, packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone: Lawrence Edwards & Co., Ltd., 6/7 Wellington Close, Ledbury Road, London, W.11. Tel.: Park 3137-8. C 140

**WANTED** — large tablet coating pans and rotary compressing machines. Good prices paid. British Chemotherapeutic Products Limited, P.O. Box 242, Bradford, Yorks.

**BUSINESSES FOR SALE**

**DRUG STORE.** Cosmetics, films. Main agencies. Large expanding village, Notts. (pop. over 8,000). No opposition. Scope for chemist. Turnover over £12,000. Rent £300 p.a. £1,500 or offers. S.A.V. Box C 1361.

**£900 S.A.V.** Chemist Sundries/toilet requisites business. Smart shop main shopping centre, near Richmond. Rent £275 p.a. details 892 1266.

**DRUG STORE,** Birmingham. Attractive shop in busy area. Good potential for chemist. Doctors nearby. Low rent. Good accommodation. Cheap. Box C 1366.

**OLD ESTABLISHED** drug store together with property for conversion to pharmacy. Small Midland town. Large Horticultural business. Apply Box C 1365.

**AGENTS**

*Distributors of high-class toilet  
requisites require*

**AGENTS**

*for the following areas:*

1. Bucks., Berks., Herts., Oxon., and parts of Middx.
2. Surrey, Sussex, Kent and Hants.

Excellent commission.

Connections required; stores and high-class chemists.

Write Box C. 1368

**PREMISES**

**RICHMOND, SURREY.** Adjacent Town Centre. Lock-up shop in modern parade. Shop frontage 18ft., depth 24ft., plus two other rooms. Eminently suitable for business of Chemist. Nominal rent only £250 p.a. under existing lease. Price for lease £5,000, open to negotiation. Apply Breadmore & Webb, 44, The Quadrant, Richmond, Surrey. Tel: 01-940 2211.

**Situations Vacant Industry—Continued.****PACKAGING****PHARMACEUTICALS**

Are you a pharmaceutical packaging expert working with other people's faded bright ideas, bursting with new thoughts but lacking the opportunity to use them? — Read on.

Later this year we shall be moving our factory from High Wycombe to Morpeth in Northumberland. This will be a 'start from scratch' exercise demanding a first class packaging man with experience of up-to-date packaging techniques and the selection, training and supervision of a large number of female staff.

The immediate task will be to organise the removal of a department to Morpeth and establish the packaging function with a minimum loss of production capacity. Thereafter the job will require true potential and imagination to cope with the challenge of rapid expansion and product diversification.

This is a real opportunity to enjoy the benefits of being associated with a new development and to grow with a dynamic organisation.

If this prospect interests you, write in confidence — we shall be particularly pleased to hear from you if you have a pharmaceutical qualification — to:

**The Personnel Officer (Morpeth),  
G. D. Searle & Co. Ltd.,  
Lane End Road,  
High Wycombe, Bucks.**

**SEARLE**

Research in the Service of Mankind

**medical services  
assistant**

The international Medical Services Department has a vacancy for a qualified assistant.

The successful candidate will be required to assist mainly in the clinical trial area, by setting up studies on marketed drugs and keeping a close watch on the progress of all clinical trials overseas. The position is a challenging one and carries an attractive salary. Occasional overseas travel may be involved in due course.

The overall functions of this Department include technical correspondence with the medical and pharmaceutical professions, registration of our pharmaceutical products abroad, the initiation of clinical trials overseas and the screening of international medical journals.

The person required will probably be aged 25 to 40, have a qualification in pharmacy or a sound knowledge of medicine or pharmacology, and will already have some experience in the pharmaceutical industry, in medical information, product registration or medical detailing. Some statistical experience, and a working knowledge of French, German or Spanish would be additional advantages.

If the job interests you and you satisfy the requirements, please write or phone 01-493 1611 (Ansafone service) for an application form.



**Personnel Manager (247),  
Fisons Limited International  
Division,  
9 Grosvenor Street,  
London, W.1. X OAH**



## Premises—continued

**ADVANCE NOTICE****Walworth Road  
Camberwell Road****SINGLE AND DOUBLE SHOP UNITS  
IN BUSY MAIN ROAD POSITION****To Let, Available March 1969**

Apply: Valuer and Estate Surveyor (M/SHOPS)  
Greater London Council  
County Hall, S.E.1  
Tel: 01-928 5000 Ext. 424/6755

**OPENING FOR RETAIL CHEMIST**

NEW SHOPPING DEVELOPMENT

**TEESSIDE**

Finance available for shop fitting and Stock

Apply joint Agents

**DONALDSON & SON,**  
19 PETERGATE,  
BRADFORD.  
Tel: 0274 33791

**SANDERSON TOWNSEND & GILBERT,**  
39 WILSON STREET,  
MIDDLESBROUGH, TEESSIDE.  
Tel: 0642 44181

**EXPANSION?**

WHY NOT

**WORCESTER?**

NEW SHOPS WITH

COVERED ACCESS FROM

LARGE CAR PARK

BY HIGH STREET AND THE SHAMBLES

ON DIRECT ROUTE FROM

**SAINSBURYS TO WOOLWORTHS  
MARKS AND SPENCER ETC.**

Apply to

**SHIPWAY, DOBLE AND EARLE**

Scala House, 36, Holloway Circus, Ringway,  
Birmingham 1 (021-643 8822)

OR **HEALEY AND BAKER**

29, St. George Street, Hanover Square,  
London, W1R OAE (01-629 9292)

**SHOPFITTERS**

**INTERPLAN.** Modernise with modular interchangeable fitting to increase your sales. Complete services including shop fronts if required. Free planning and brochures available. Olney Bros. Ltd., Northbridge Road, Berkhamsted, Herts. Tel. 5417/8/9.

**SHOPFITTINGS** — Manufacturers of chemists fittings offer Special Terms to chemists opening or re-fitting in January, February and March, willing to act as show installations for new range of display shelving, showcases, counters. Usual H.P. facilities. Limited amount of six year rental available. Rocano Limited, St. Paul Street, Bristol, 2. Tel. BRISTOL 40328.

Situations Vacant Industry—  
continued.**PHARMACIST****Production Management**

An excellent opportunity is offered to a pharmacist with some years experience in production management, to assist in the further expansion of a company engaged in pharmaceutical manufacturing and contract packing. Location on Sussex coast.

The successful applicant must possess the ability to co-ordinate the activities of a small team, and have a practical understanding of the importance of service to the customer.

Analytical or Quality Control experience would be useful.

Salary by negotiation. All applications in strict confidence.

Please write with full details of present position, salary, etc., to:—

**D. J. Goodall,**  
45, Franklin Rd.,  
Portslade, Sussex,  
BN 4 1AJ

**MISCELLANEOUS****BURGLAR ALARMS**

Supplied on rental for shops and commercial premises from £1 per week. NO installation charges.

NO initial payments.

Insurance company specifications.

**TECNILOX LTD.,**

24 Station Road, London, N.3.  
Tel. 01-346 6644 (24 hour Answering)

**PRESCRIPTION LABELS.** Good service, any quantity. Quote on sample by return. Press Productions (London) Ltd., 14, Northbourne Road, Clapham, S.W.4. Tel: 01-622 4706.

**CERTOR SELF-ADHESIVE  
LABEL SYSTEM**

**SUPERIOR IN QUALITY  
SPEEDIER AND  
ECONOMICAL IN USE.  
PRINTED WITH  
CHEMISTS' REQUIREMENTS**

New prints 21 days

Reprints 7 days

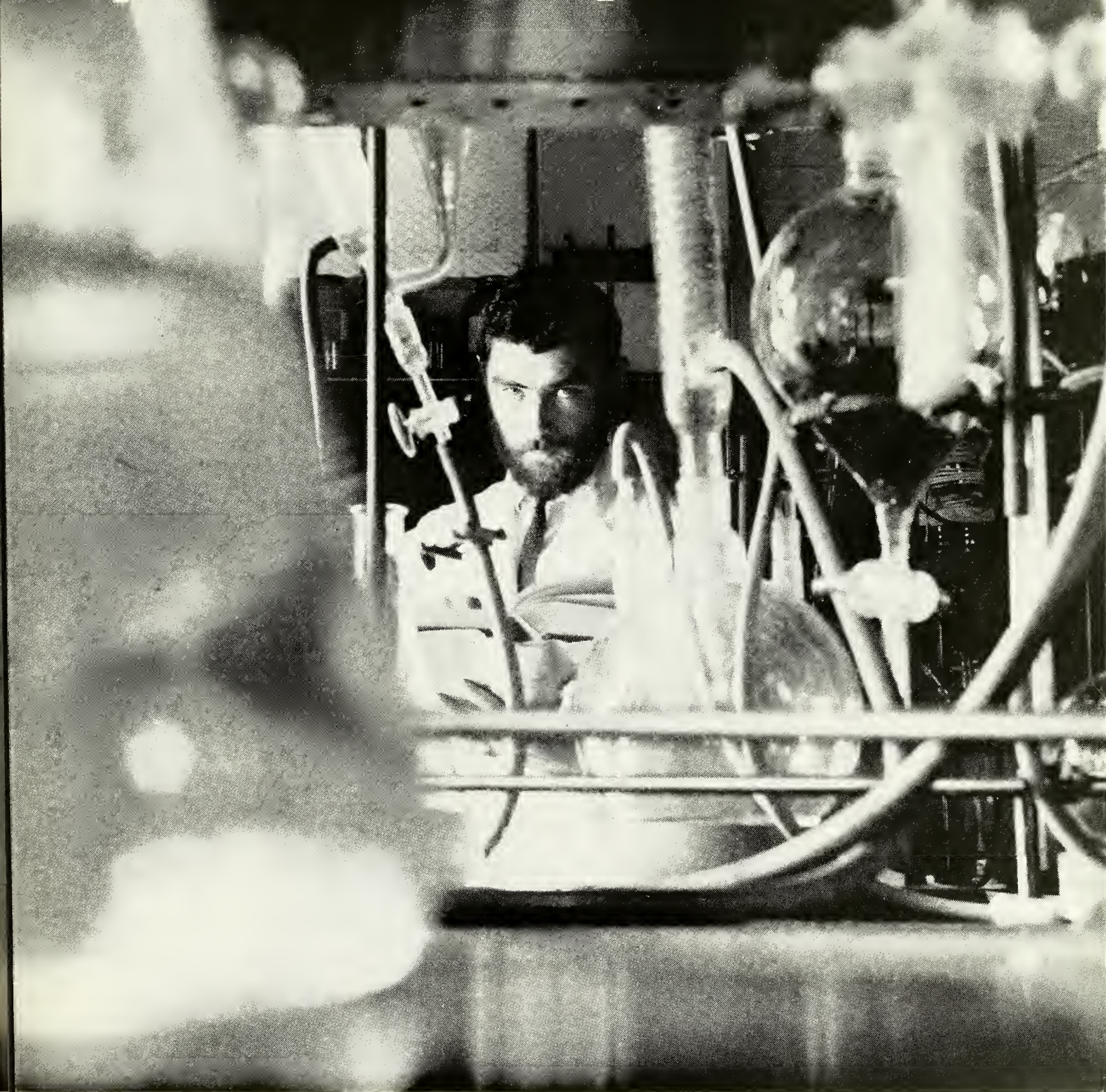
Send for illustrated leaflet:

**Macdonald of Manchester,**  
P.O. BOX 6,  
Ashton-under-Lyne Lancs.

Please refer to previous issues  
of "C & D" for Classified rates



# We don't look to the BP Codex for the last word: only the first requirements.



A lot of people think that once they've satisfied the requirements of the BPC they've completed the job.

But the BPC, like all codes, cannot cover every detail.

And the question arises of what should be done in unspecified areas.

The pharmacists at Bush Boake Allen interpret the Codex as your minimum requirement.

So our powders are finer, our ointments are smoother, and our liquids are in perfect suspension.

The same principle of exceeding the minimum applies equally in the matter of flavours.

The result of this policy has been a big growth of business.

You have medicines of impeccable quality and far longer shelf life.

The Bush Boake Allen pharmacists who make and control the work at each stage have the professional satisfaction of upholding your own pharmacists' standards.



**Bush Boake Allen**

London N1 Tel: 01-253 1000

A division of Albright & Wilson Ltd



FEBRUARY 22 1969



**BEATSON  
METRIC  
MEDICAL  
50, 100, 150,  
200, 300  
and 500ml.**

Made to B.S.S. 1679 Part 6.

Black plastic or white polypropylene wadless caps.

**ask your wholesaler**



**BEATSON GLASS CONTAINERS**  
*clearly the best*

**BEATSON, CLARK & CO. LTD.**  
Rotherham, Yorkshire. Telephone: 79141



# C&D SPECIAL SUNGLASSES '69



# correna

## colours your summer...

Correna captures all the subtle shades of summer in fashion's most sensational sunglasses. Trendy tinted lenses—tempting tortoiseshell frames in blonde, tortoiseshell or our sizzling colours. Shapes that are old and new or subtle and classical. There's a style for everyone, men and women, at prices from 7/6 to 6 gns. Super Polarised too—an even bigger and better collection than last season's smash hit range.

Correna's biggest-ever advertising campaign gives you whole pages in full colour in leading women's magazines throughout the season plus the greatest selection of display aids, dispensers, colour posters etc. yet produced.

**We mean business in 1969—  
BIG BUSINESS AND EVEN BIGGER PROFITS**

Corre & Son Limited, 30 Station Parade, Willesden Green, London NW2. Tel: 01-452 8814

A vertical rectangular area with a red background. It features a collage of various Correna sunglasses. Text is overlaid on the collage. At the top, the word 'correna' is written in a stylized font. Below it, a larger text block reads: 'Send for our fabulous free colour brochures now and you'll see why'. At the bottom, there is a small quote: 'A man in Correna knows a thing or two about fashion' and several more images of sunglasses.

correna

Send for our  
fabulous  
free colour  
brochures now  
and you'll see why

A man in  
Correna  
knows a thing  
or two  
about fashion



GLAMOUR WITHOUT GLARE



# Whitecross

for 1969



THE WHITECROSS

## ◀ 'BELVEDERE'

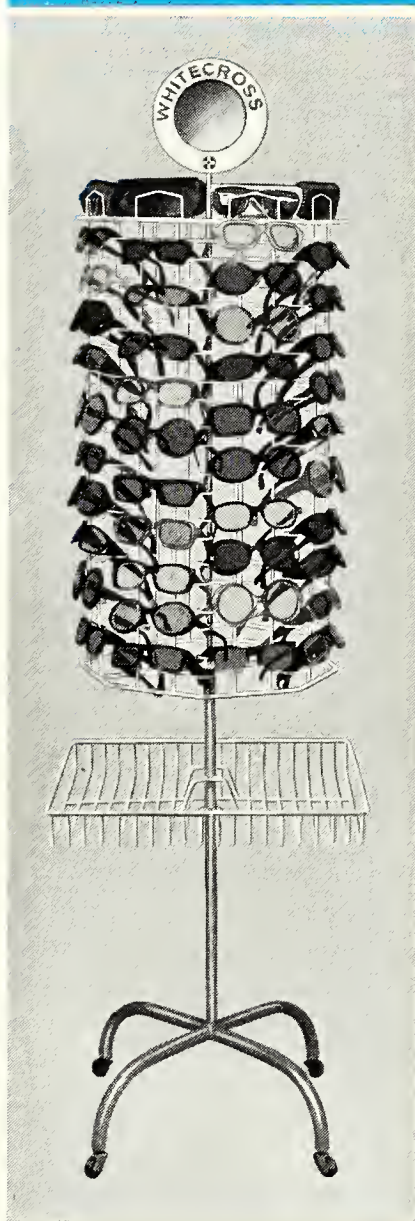
This revolving floor display stand on castors with merchandising tray FREE with a fashionable range of

- 21 dozen assorted sunglasses retailing from 2/6 to 10/6 each
- and 2 dozen assorted clipovers retailing at 6/9 and 8/11 each

Cost of complete unit to retailer £59. 19. 4.

ALL OUR SUNGLASSES ARE AVAILABLE AS INDIVIDUAL LINES

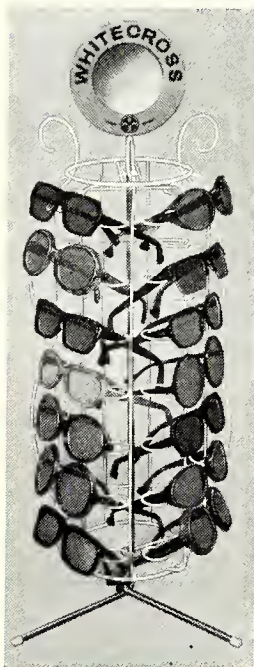
Ask for our comprehensive 1969 catalogue showing complete range retailing from 1/- ea.



### THE WHITECROSS 'VOGUE' UNIT

comprising:-  
5 dozen assorted  
sunglasses retailing  
from 10/6 to 17/6

COST OF COMPLETE UNIT  
TO RETAILER £28. 7. 0.



### THE WHITECROSS 'SUN-RAY' UNIT

comprising:-  
11 dozen assorted  
sunglasses retailing  
from 3/11 to 9/11 each  
and 1 dozen clipovers  
retailing at 6/9 each

COST OF COMPLETE UNIT  
TO RETAILER £32. 15. 4.



THE WHITECROSS OPTICAL COMPANY OF LONDON

(Proprietors: Fredk. Lehmann Co. Ltd.) Frederick Works, Rochester Place, London N.W.1. Tel. 01-485 6731





**I**N 1909 Sir William Crookes the physicist commenced experiments with glass in order to produce a lens which, while not materially obstructing the visible spectrum or affecting the natural colour, would obstruct the passage of the infra-red and ultra-violet rays.

By employing various metallic oxides he produced a type of lens that has become generally accepted for use. The term "Crookes" lens has now of course passed into the language. Sometimes its real meaning and implications have been forgotten.

There are two main types of Crookes lens—the A and B. The former has a single bluish tint which is almost imperceptible and which reduces glare considerably, cutting out a large proportion of the infra-red rays and practically all the ultra-violet. The B lens, which has a smoky tint, possesses the qualities of the A but is even more effective in extra-bright illumination.

#### What is "Glare"?

Here, perhaps, it is of importance to understand what is meant by the use of the term "glare." All who sell glasses will all have been asked the question "Will it help to reduce glare?" Various definitions have been premised but to my mind the most explicit are those of W. S. Stiles. He divided glare into three main groups:—

1. Discomforting glare, in which a high or low illumination causes ocular discomfort or headache.
2. A disability glare, which causes an actual reduction in visual acuity.
3. A destructive glare, which can cause a definite pathological change in the eye.

A condition of glare of which all have become aware occurs when a bright light is viewed in an area of darkness (for example a television screen in an unlit room). It is generally accepted that such glare is lessened,

and vision made more effective, if the distinction between dark and light is reduced by introducing some form of low background lighting.

Sometimes the desire to reduce glare in natural surroundings has produced its own rudimentary methods. The Esquimaux, for instance, have employed roughly made stenoparic slits, and the Chinese have used pinkish-tinted pebble.

Not only the colour of the lens, but the distribution of that colour over the surface of the lens is of importance. Where a lens is ground either convex or concave the tint will vary according to the thickness of the lens in the centre. Thus a concave lens will be lighter in the centre than at the edge and the opposite will be true of a convex lens. That colour distribution is more marked when the lens is medium to high-powered. A fairly new technique to overcome this unevenness is to spray the lens itself with the right colour.

Sometimes it is necessary for the lens to be tinted in certain areas and clear in others. A lens can be made, and is of use in certain cataract conditions, that has a clear centre, with tinting towards the periphery, or with the upper half tinted and the lower section entirely clear.

The use of Polaroid material in the making of a plastic-tinted lens is now extensively used. Because of its colour and its absorptive effects the material is of great value in the making of a normal sunglass lens. It has, too, the additional advantage of being almost unbreakable.

#### Minimising Colour Interference

When a tinted lens is used in front of a healthy eye certain conditions have to be maintained. The lens must be one that cuts off no more of the light than is necessary, and cuts it off uniformly throughout the spectrum, so

that interference with colour schemes is kept as low as possible. Tinted glasses, in addition to minimising the intensity of light to the normal eye, may be of service in protecting the abnormal or diseased eye from an excess of light. They are thus useful in cases where prolonged dilatation of the pupil by a drug such as atropine is necessary.

#### Medical Applications

In albinos who have an inadequate supply of pigment to absorb an excess of scattered light, tinted lens are almost an essential part of everyday living. Specialised lenses may also be required in cases of post-operative cataract and of all other conditions in which photophobia may exist. Sometimes the taking of phenytoin may produce what is known as a "glare phenomenon," in which the patient tends to shun brightly lit areas and finds the wearing of tinted lens a tremendous help. Apart from such instances the choice of the right tint of lens may be of assistance in helping the healthy eye to obtain best vision under certain conditions of illumination. For instance, an extremely deep smoked glass is essential for viewing an eclipse of the sun. For shooting or landscape viewing it is thought that a yellow lens produces the best definition. Finally there is the use of the tinted lens in car driving. During motoring for long periods in bright sunshine the rate of dark adaptation is attacked so that, with darkness approaching, it may become more difficult to adjust to difference in light intensity. It is suggested that the driver should wear the right kind of tinted lens during the hours of bright sunlight so as to preserve the rate of dark adaptation. The full benefit of adopting that procedure would be obtained as the sunlight diminished in intensity, the dark glasses being removed on the approach of twilight.



# Building the market for quality sunglasses

## POINTERS FROM THE POLAROID APPROACH IN 1969

THE Polaroid brand of sunglasses has been on sale in Britain for twenty-two years, and while statistics point to an annual average growth of the total British sunglasses market of just over 8 per cent. Polaroid sales have for the past five years grown annually by almost 34 per cent. Recent surveys have indicated that the brand represents over 75 per cent. of sunglasses sold in Britain that cost above 30s. a pair.

That growth record can be attributed to a variety of factors—the increasing and welcome tendency of newspapers and magazines to refer to the need for eye protection in the public's sunglasses purchases, the desirability of eliminating annoying reflected glare and the overall mass awareness of sunglasses—particularly among women who are constantly exposed to the presentation of sunglasses as fashion accessories. There is also the general world growth of the sunglasses industry—it has been moving ahead annually at just under 9 per cent.

### The 1969 Collection

As in previous years, the 1969 collection of Polaroid sunglasses covers a price range from about 30s. to £5 5s. There are thirty-three models—one or two fewer than in 1968. Four are new designs, and several others have new appearances through changes in either lens or frame colourings. The relatively small number of innovations reflects a long-term policy of adding to the collection models likely to retain impact and appeal for a period of at least three years.

An example is the new model 503—a medium unswept or “harlequin” frame, cut and polished from plastic sheetstock in black and light shell (capitalising on the current fashionability of light shell colourings) which replaces the more extreme upswept design of model 555.



Plastic-framed upswept or “harlequin” design for women. Model 503 in black or light shell (52s. 6d.).

### Fashion Trends

One of the major fashion trends in 1968, which it is known will be continuing into 1969 with little modification, was the appeal of shell finishes, particularly in conjunction with thin-rim frames and large eye coverage. Eleven of the Polaroid 1969 models feature various forms of shell or sherry finish. Apart from the growing popularity of metal-framed designs—because of the “thin-rim” trend—a further eight plastic-framed models come into the thin-rim category. Possibly the most fashionable are models 333 and 344—the first a large-coverage oval shape for ladies and the second an ultra-thin large-coverage library style for both men and women. Both designs have a suggested price of 84s. and are available in green or sand shell finishes. Fashionability, however, is not reserved for the upper price bracket of the collection. A new semi-panoramic wrap-around model 727 for ladies has a slim back frame and retails at a suggested price of 45s.

A big potential sector of the sunglasses market is represented by wearers of prescription spectacles. Five different clipover contours, which quickly and simply convert standard prescription frames to combat reflected glare, are estimated by Polaroid to represent approximately 25 per cent. of their total unit sales in 1969. Exclusive features of the collection include a five-laminate or “double thickness” lens for seven designs, and the “warm tan” polarising lens, which was introduced in 1968 and is now fitted as standard on one model and on six other designs as an alternative to the standard neutral grey filter lenses.

### Advertising Support

In selling quality sunglasses marketing policies, advertising campaigns and display projects to support the product



Large eye coverage with thin framing represented here by model 658 (37s. 6d.).

are of equal importance to the product itself. In their consumer advertising, Messrs. Polaroid recognised in 1965 that particular advantage in Polaroid sunglasses of eliminating horizontally-reflected glare could most effectively be presented by visual demonstration. “No other sunglasses eliminate glare as do Polaroid sunglasses” was the theme of the 30-sec. demonstration-style “commercial” that was initially scheduled into the London I.T.V. area. The television demonstration was tremendously successful, and accounted for a good part of a 51 per cent. jump in annual sales. In the new “commercial” scheduled for entire network distribution in the spring and summer of 1969, the demonstration takes on some humour and sex-appeal—a non-Polaroid sunglass wearer's frustration at his inability (because of sun-glare and water reflections) to see a pretty girl in a swimming pool is contrasted with the delight of a fellow-spectator who is wearing Polaroid sunglasses.



Clip on for library style frames. Tan or neutral filter lenses, model 183 (29s. 11d.).



New child's model 206 in black with neutral lens or white with tan lens (29s. 11d.).



With a marketing policy aimed at virtually nation-wide availability of their sunglasses, Messrs. Polaroid have had the recurring problem of making sure that sufficient product was available at various levels of the distribution pipeline to meet demand. A sustained bout of sunshine brings out impulse purchasers who can cause temporary shortages from the stockist's shelf and right back to assembly and production plants. A great deal has in fact been done to minimise such shortages at production level, and wholesalers and stockists have been of great assistance by making advance estimates of their requirements and by being willing to order phased shipments over three and four-month periods.

#### Display

Another problem has been that of ensuring an adequate supply of the display materials for stockists. With the current collection it is hoped substantially to eliminate that problem by introducing display materials built into merchandise packages. Thus stockists ordering the packages auto-



One of Polaroid's high fashion models for men. Model 344 sells at a suggested price of 84s.

matically are assured an adequate display on which to promote the sunglasses to their customers. The display units themselves were favourably field-

tested by selected stockists at the peak of the 1968 sunglasses season. (Those who prefer to do so can, of course, still purchase "open" stock). Reaction to the merchandise packages has been most favourable—a high percentage of initial orders placed by wholesalers has been devoted to the units.

Three different packs are being offered. The "A" pack is a six-unit full-colour card display prepacked with the top twelve "best sellers" from the collection. For higher traffic areas with a greater degree of self-service, pack "B" is a rotating wire display suitable for twenty sunglasses, prepacked with forty-eight models. Emphasis on the high potential of the clip-on market is placed through pack "C"—a clip-on showcard designed to display all five clip-on contours in the collection; it is prepacked with eighteen clip-ons and should do much to help chemists increase their share of this segment of the market.

Through all these plans, the company hope to help retailers boost their sales of Polaroid sunglasses 25 per cent. above the record figures of 1968.

## Makers' 1969 ranges

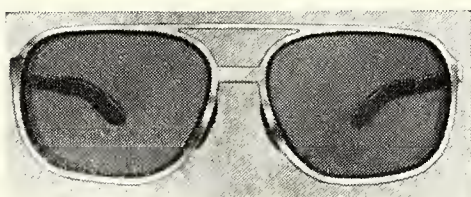
### LENS SHAPES AND FRAMES IN GREAT VARIETY

#### WHITECROSS OPTICAL CO., LTD.

Rochester Place, London, N.W.1.

AN exciting 1969 range, suitable for all ages and in all popular price ranges from children's retailing at 1s. to men's and ladies' at 27s 6d., is offered by Whitecross Optical Co., Ltd. Among the models are many of the

1 doz. clip-overs (6s. 9d. each). Cost to retailer: £32 15s. 4d. The Vogue counter display stand has 5 doz. assorted men's and ladies' sunglasses (10s. 6d. to 17s. 6d.) and costs the retailer £28 7s. Also available are 3-doz. and 1-doz. display boxed assortments for both men and ladies with a price range of 3s. 11d. to 7s. 6d. for the 3-doz. assortment, and



FROM WHITECROSS: Model 321 ladies' (3s. 11d.) in assorted colours (left); model 548 men's (27s. 6d.) with chrome metal frame (centre); model 2979 ladies' (5s. 11d.).

fashionable and popular roundeye and oval shapes, a number of them fitted with eye-flattering tinted lenses. Three different revolving display stands are available. The Belvedere floor stand on castors has a merchandising tray incorporated and holds 21 doz. assorted kiddies', men's and ladies' lines (retailing from 2s. 6d. to 10s. 6d.) with 2 doz. assorted clip-overs (6s. 9d. and 8s. 11d.). The unit (with complement of glasses) costs the retailer £59 19s. 4d. The Sun-Ray counter display stand is a unit of 11 doz. assorted men's and ladies' sunglasses (3s. 11d. to 9s. 11d.), with

from 10s. 6d. to 17s. 6d. for the 1-doz. assortment. All sunglasses in the Whitecross range have labels attached giving retail prices and call numbers for reordering.

#### A. CORRE & SON, LTD.

30 Station Parade, Willesden Green, London, N.W.2.

THE company is once again offering the largest range in Britain of sunglasses under a single brand name. The Correna collection comprises around 200 models, retailing at from 5s. 11d. to 126s. Because of the great success of the super-polarised range in its first year of launching, the number of styles in that range has been increased to twenty-six, including new models for children. In some of the non-polarising models, a range of "trendy" tinted lenses is available—for example the rimless, gilt-frame model SG 521 (27s. 6d.) in choice of four shapes and five tints (smoke, pink, lilac, brown or blue). One of a number of large

Whitecross model 312 (7s. 11d.) has half frames with lower gilt rim.

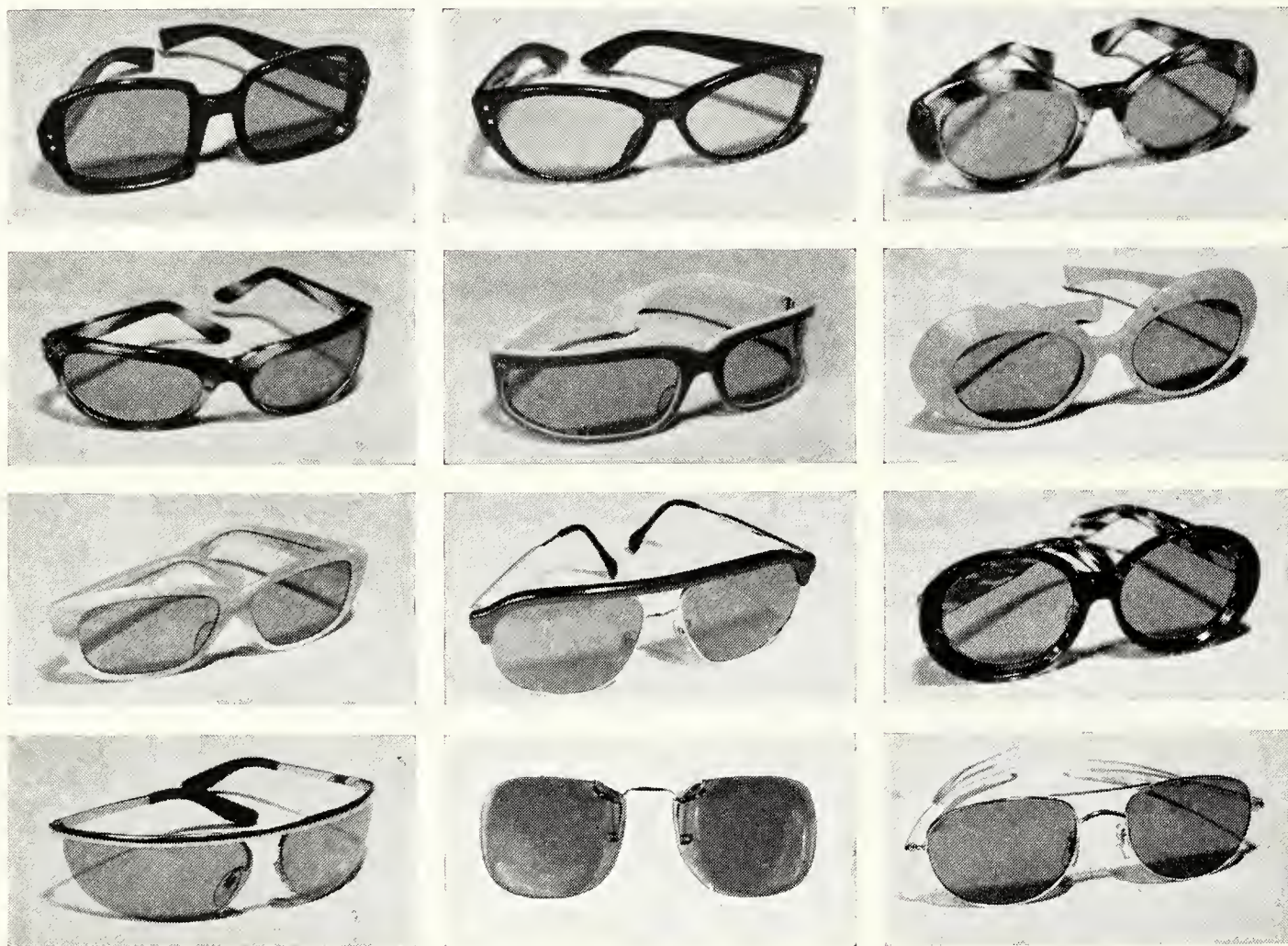




# SHERLOCK'S



## LARGEST RANGE AVAILABLE—OVER 90 PATTERNS OF POLARISED LENSED SUNGLASSES



- Cost to retailer from 15/9 to 48/2 (P. Tax 3d each)
- All Polarised lensed sunglasses supplied in grey vinyl case
- Full range of standard sunglasses including the famous 'Cat's Eye' range at cost to retailer from 46/- doz. to 200/- doz.
- Counter Stands and Floor Stands available

*Illustrated catalogue available from:*

**SHERLOCK BROS** 357 City Road London EC1 • 01-837 1301

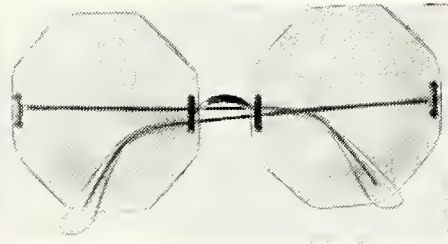




Correna "Window Panes" (4s. 11d.) in assorted colours.



Model PL 20.



Model SG 521.



Model SG 498.



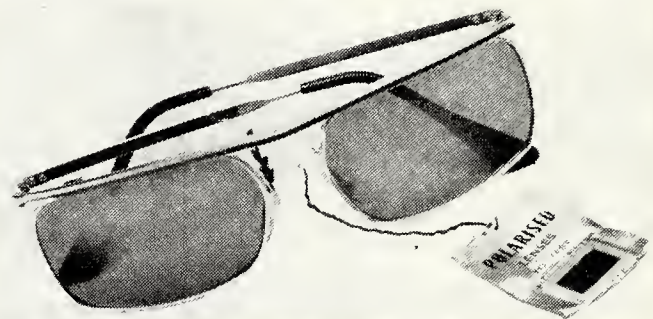
Correna polarised PL4 (49s. 6d.) in assorted colours.

round-eye models for sale at all price levels is the SG 485 (7s. 11d.), available in black, tortoiseshell and blonde shell. A new version of the "aviation" shape for men is style SG 498 (37s. 6d.) in drop-eye shape with double brow-bar strengthener; it is available in black and tortoiseshell. Among the super polarised styles is the panoramic shape in gilt of model PL 18 (84s.) which is particularly suitable for those taking part in sporting activities. Another is the PL 20 (63s.) having the currently fashionable round eye look.

#### L. BRAUN, LTD.

64 Whitecross Street, London, E.C.1.

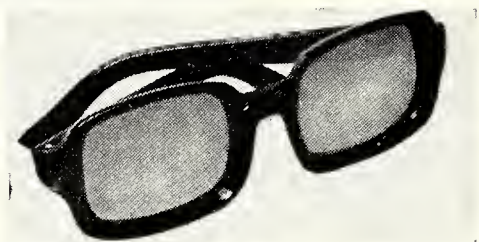
A CHOICE of nearly ninety models is offered in the company's 1969 Solabra range. All sections of the market are catered for, with special ranges for children (prices from 1s. to 2s. 6d.) and for teenagers (2s. 9d.). In addition to ladies' and men's popular models (2s. 11d. to 7s. 6d.), latest trends are reflected in a range of fashion models priced at from 8s. 11d. to 31s. 6d. Sixteen models make up the 1969 polarised sunglass range (21s. to 31s. 6d.)—an attractive assortment of 4 doz., priced at from 24s. 6d., is available complete with gilt counter display stand and mirror. Other merchandising units, counter or floorstanding, are available. Clip-ons are available with both standard and polarised lenses. Among the more popular models is no. 816, which has the latest-style round eye glass and is available in shell frames with light brunite lenses or in assorted crystal coloured frames with matching lenses. A new model is no. 2423 M in the mirror-glass lens range, production of which has been increased for 1969 owing to the great demand for this type of lens. A modern style with polarised



Above: Braun model 1258P metal framed (31s. 6d.).



Above: Model 816 in shell or colours (12s. 6d.). Right: Model 2423M with mirror glass lenses (5s. 9d.).

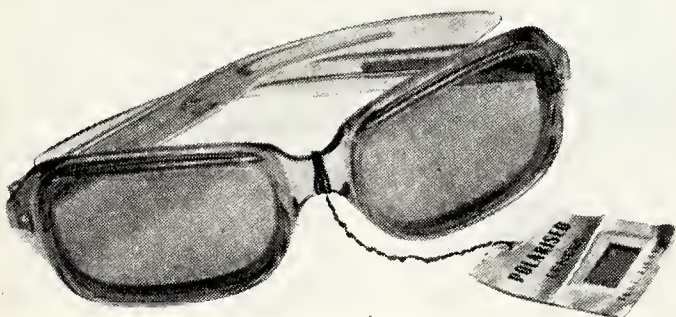


lenses is no. 826P, available in assorted shell and crystal coloured frames. No. 1258P typifies the metal-framed sunglasses. It is in gilt and chrome with polarised lenses.

#### P. OLIVER GOLDSMITH, LTD.

60 Portland Street, London, W1V 4BL

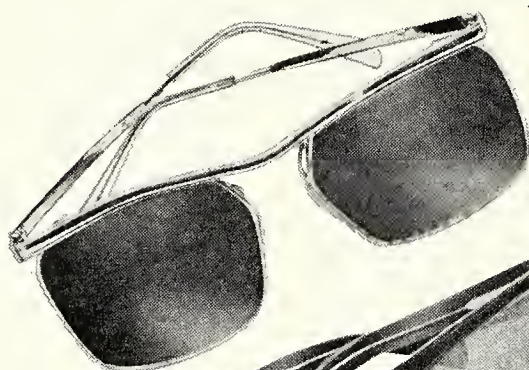
THE trend in the Oliver Goldsmith 1969 range of sunglasses is towards lighter weight frames and all shades of shell colour, with paler lenses than in previous years. Crystal frames with assorted pale tinted lenses in blue, green, smoke, pink and brown are expected to become the "rage" in Britain later this year. Prices in the Goldsmith range are from 21s. to 130s. 6d. retail. Two hand-made models with optically worked, meniscus lenses, each in smart cases, are the Stacy (126s.) and the Rosebank (130s. 6d.). Both are available in dark, medium or light



Model 826P (27s. 6d.) polarised, for ladies or men.

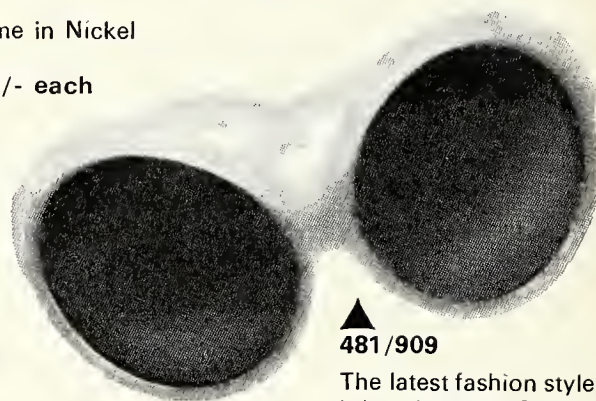


# EXCLUSIVE SUNGLASSES FOR



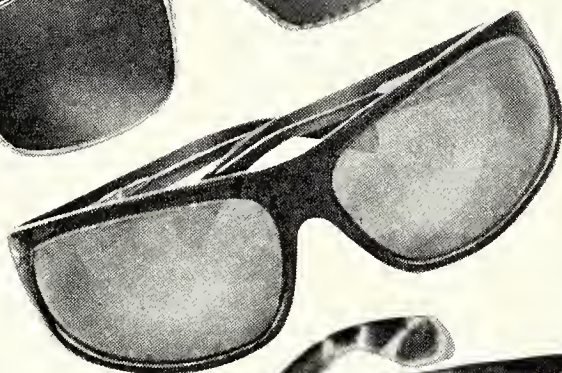
015

Metal frame in Nickel  
or Gilt.  
Retail 35/- each



481/909

The latest fashion style. Metal  
joints. In Pastel Colours, Blue,  
Orange, Pink, Yellow.  
Retail 29/11 each



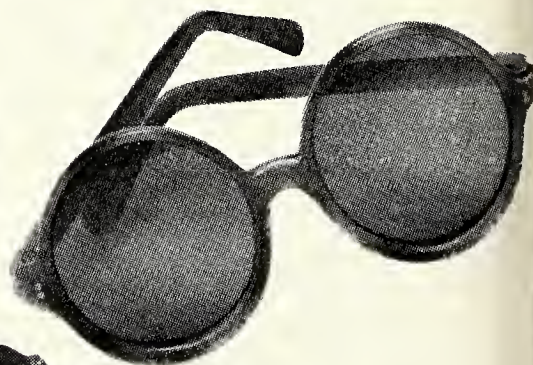
8655

Gent's model, black  
'panoramic' rein-  
forced arms, nine-  
base lens.  
Retail 19/6 each



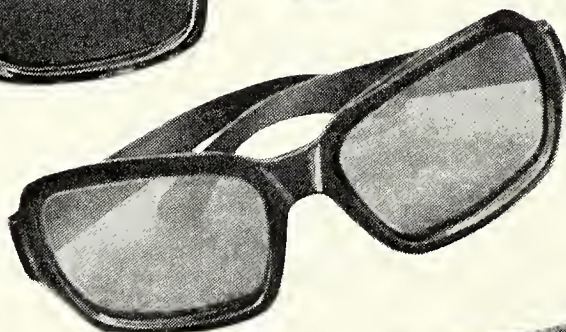
8550

Gent's model. Six-base lens,  
metal joints, shell frame.  
Retail 17/6 each



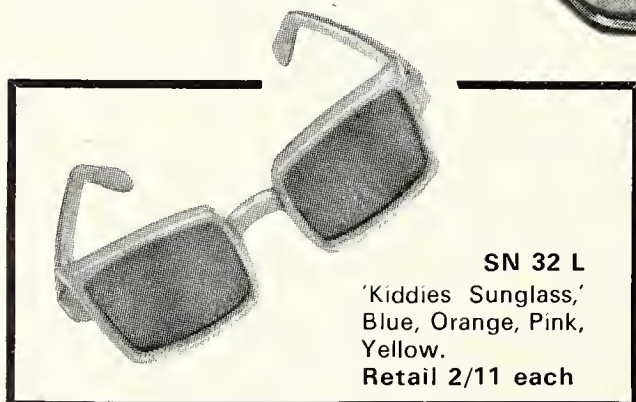
7705

Classic round-eye style, glass  
lens, Shell or Black, meta  
joints.  
Retail 11/6 each



SN 31

Popular priced gents model  
black only, glass lens.  
Retail 6/6 each



SN 32 L

'Kiddies Sunglass,'  
Blue, Orange, Pink,  
Yellow.  
Retail 2/11 each



SA 25 P

Gents 'panoramic', black.  
Retail 3/11 each

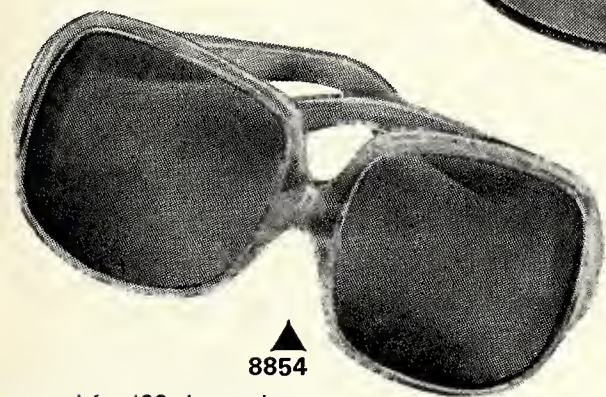
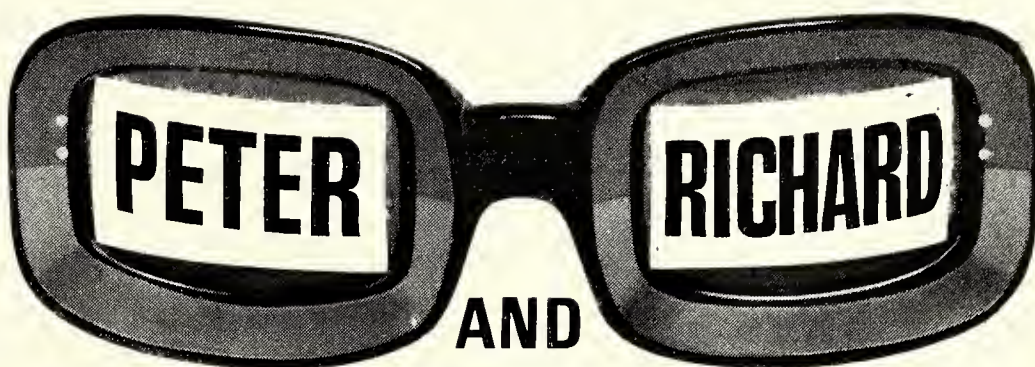
All Enquiries to:

**PETER AND RICHARD (LONDON) LTD.**



# 1969

## BY

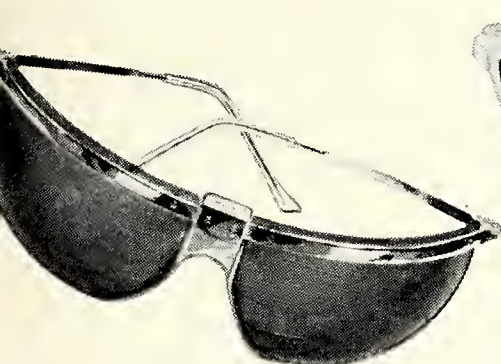
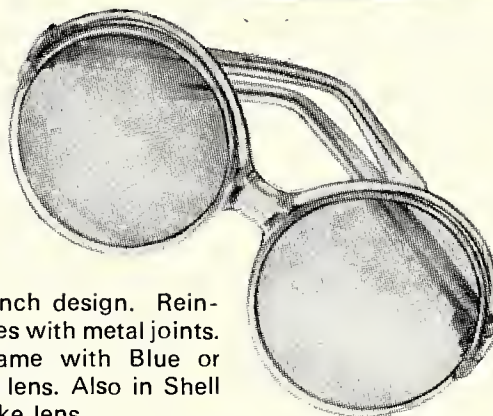


▲  
8854

the trend for '69. Large lens  
(Blue or Green), Honey shell  
frame. Retail 17/6 each

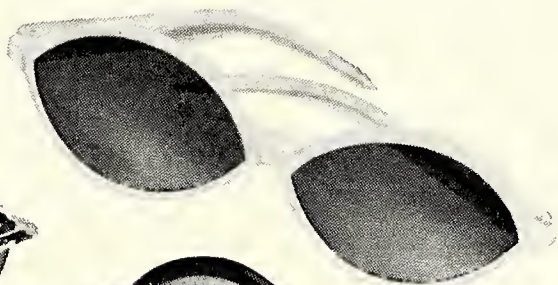
5520 ▶

Latest French design. Rein-  
forced sides with metal joints.  
Crystal frame with Blue or  
Turquoise lens. Also in Shell  
with Smoke lens.  
Retail 20/- each



▶ 81  
Metal frame, Lightweight  
chrome, 'panoramic' Green  
lenses.

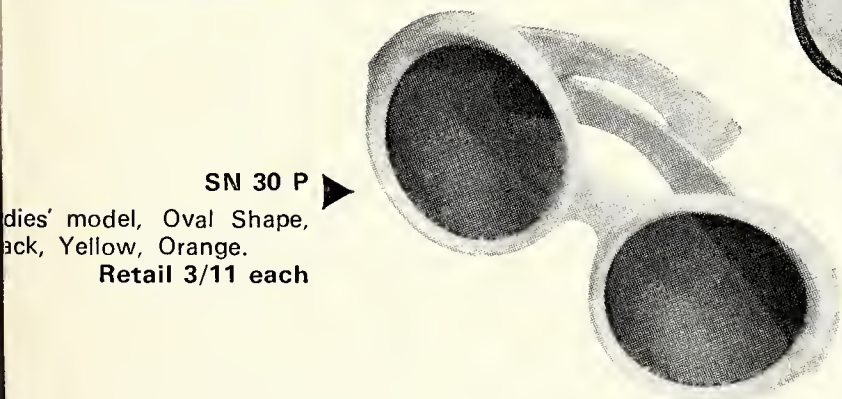
Retail 22/6 each



◀ SN 52 P  
'Cats-eye' style, White frame  
with Lemon arms.  
Retail 5/- each



◀ SN 37 P  
Popular priced ladies' model.  
Black, Orange, Yellow, Navy.  
Retail 5/- each



▶ SN 30 P

Ladies' model, Oval Shape,  
Black, Yellow, Orange.  
Retail 3/11 each

**MANY OTHER  
EXCLUSIVE MODELS  
AVAILABLE**

**75 - 281 CRICKLEWOOD BROADWAY, LONDON, NW2**

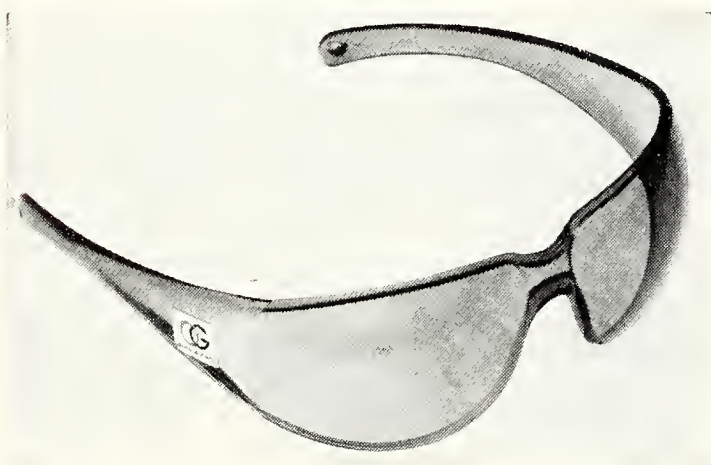
Telephone: 01-450 7711/2

*Roof parking and  
lift to showroom*





From Oliver Goldsmith, the Rosebank (left) and Stacy (right).



Goldsmith's one-piece Luna.

shell. The Luna (21s.) is imported from France and is of American design. It is one-piece and moulded in plastic. Virtually unbreakable, it always comes back to shape. Colours are smoke, brown, green and blue.

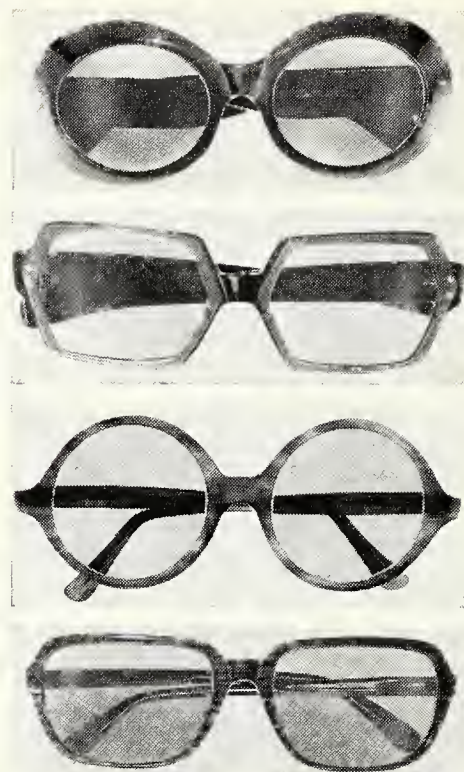
**SUPERVITE MANUFACTURING CO., LTD.**  
107 Great Eastern Street, London, E.C.2.

AS specialist wholesalers of sunglasses, Messrs. Supervite have this year condensed their range in order to ease the selection problems of the retailer. The range has been built on a high fashion note and includes the entire Polaroid collection, also carefully selected stands and individual models from all the leading importers, including Whitecross, Solabra, Olive, Samco and Bartex. Many designs are in the fashionable "big eye" style, but there are again, of course, many established favourite styles. Colours are mainly black and varying tones of shell, the newest colours this year being more subtle than ever before. Many models have tinted lenses, which should lead to the continuing trend of sunglasses being worn as a fashion accessory irrespective of the weather at the time!

**DEGENHARDT & CO., LTD.**

Carl Zeiss House, 20 Mortimer Street, London, W.1.

FEATURE common to the range of Zeiss Umbral sunglasses, distributed in Britain by Degenhardt & Co., Ltd., is the lens quality. The lenses ("never successfully imitated") absorb irritating rays from both ends of the spectrum and have a becoming sherry-like tint that goes well with sun-tanned features. Two tints are available, absorbing 65 and 85 per cent. respectively of visible light. Among the new frame designs for 1969 is the Clubman with extra-large lenses. The light-weight frame is a unique combination of



Right (top to bottom): Zeiss Umbral Duchess, Honolulu, La Ronde and Clubman.

deep plum with black streaks. Price of the model is 135s. A new model of more "exotic" design is the Honolulu (126s.); its basically black frame has the striking shape of the eye rims accentuated by superimposed colours (orange or violet). The bolder look much in favour with the ladies is represented by the Duchess (110s.) in Chinese white, brown mottled and black. In vogue with the younger set at present are the large round rims of La Ronde (87s. 6d.), their frames produced by a leading designer in England. The model has the latest recessed rims and comes in dark or demi-blond tortoiseshell. Among styles retained from 1968 is the distinctive Chelsea Set, which enjoyed immediate success in 1968. The five models have wide swept-back rims in gay colours with massive slip-on straight sides. Each is priced at 168s. All Zeiss Umbral sunglasses are supplied complete with compact case and can have their lenses "bloomed" to reduce reflections.

**GRAFTON OPTICAL CO., LTD.**

1 Worship Street, London, E.C.2.

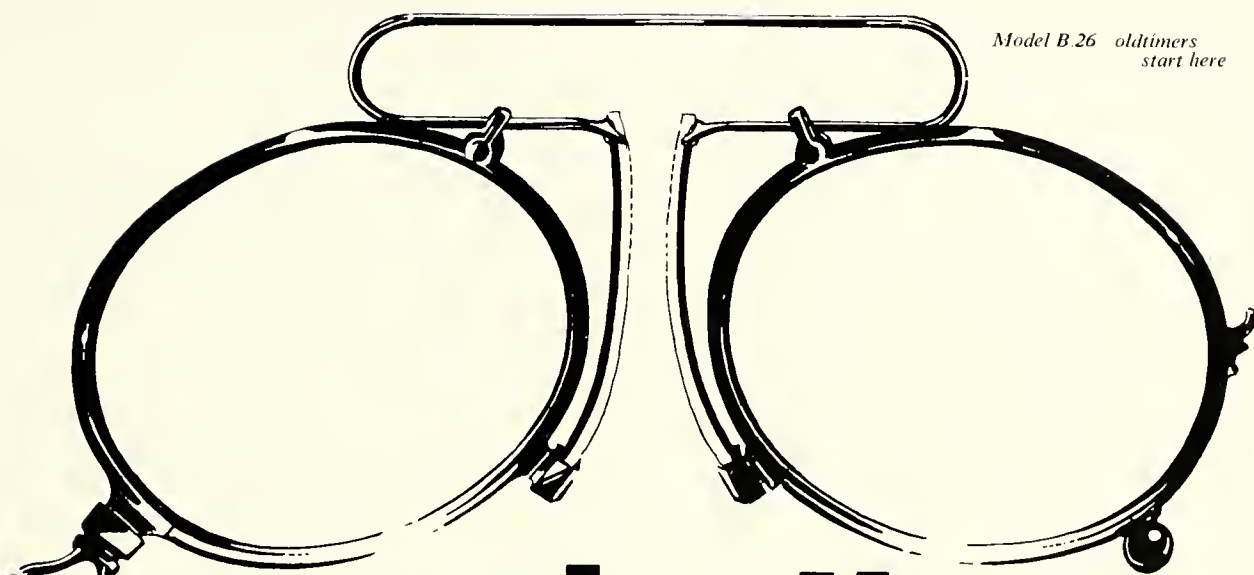
A RANGE of eighteen styles is offered in the 1969 Silhouette collection of Grafton Optical Co., Ltd. Each sunglass is distinctively packed in an individual cardboard container which in turn contains the sunglass in a slip-in case. Sixteen of the models in the range are glazed with



Silhouette model 619, showing carton for range.



Model B.26 oldtimers  
start here



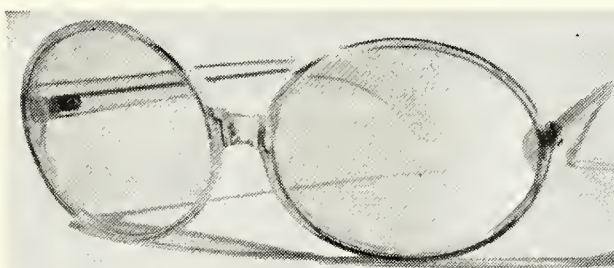
# **solarite** have some old fashioned ideas about sunglasses

- & offer: ■ Quality products in expanding medium/better range (from under 10/- up).  
■ A complete after sales Service (We care).  
■ Really smart, sturdy Display Units.  
■ Good quality Lenses (5 Models with Zeiss Umbrals).  
■ A big choice for fashion and functional wear (60 model range).

Not put off yet? Good. SOLARITE® also have some of the most swinging/beautiful Sunglasses in the business. Free on request, our leaflet will prove it.

F.54

F.52



L.39



LESSAR BROTHERS LTD.,

LESBRO WORKS,

HYLTON STREET,

BIRMINGHAM 18

(SOLARITE is a Registered Trade Mark)

Literature with pleasure from

Telephone: 021-554 2234/5/6



# How you buy your Polaroid sunglasses.



This year we've tried to make it even easier for you to order our sunglasses.

We've put together three packages, A, B and C.

Each package comes complete with display unit and selected best-selling sunglasses or clip-ons.

Here's what you get:

**Package A** contains 12 of our most popular models. Complete

with a new 6-unit display box.

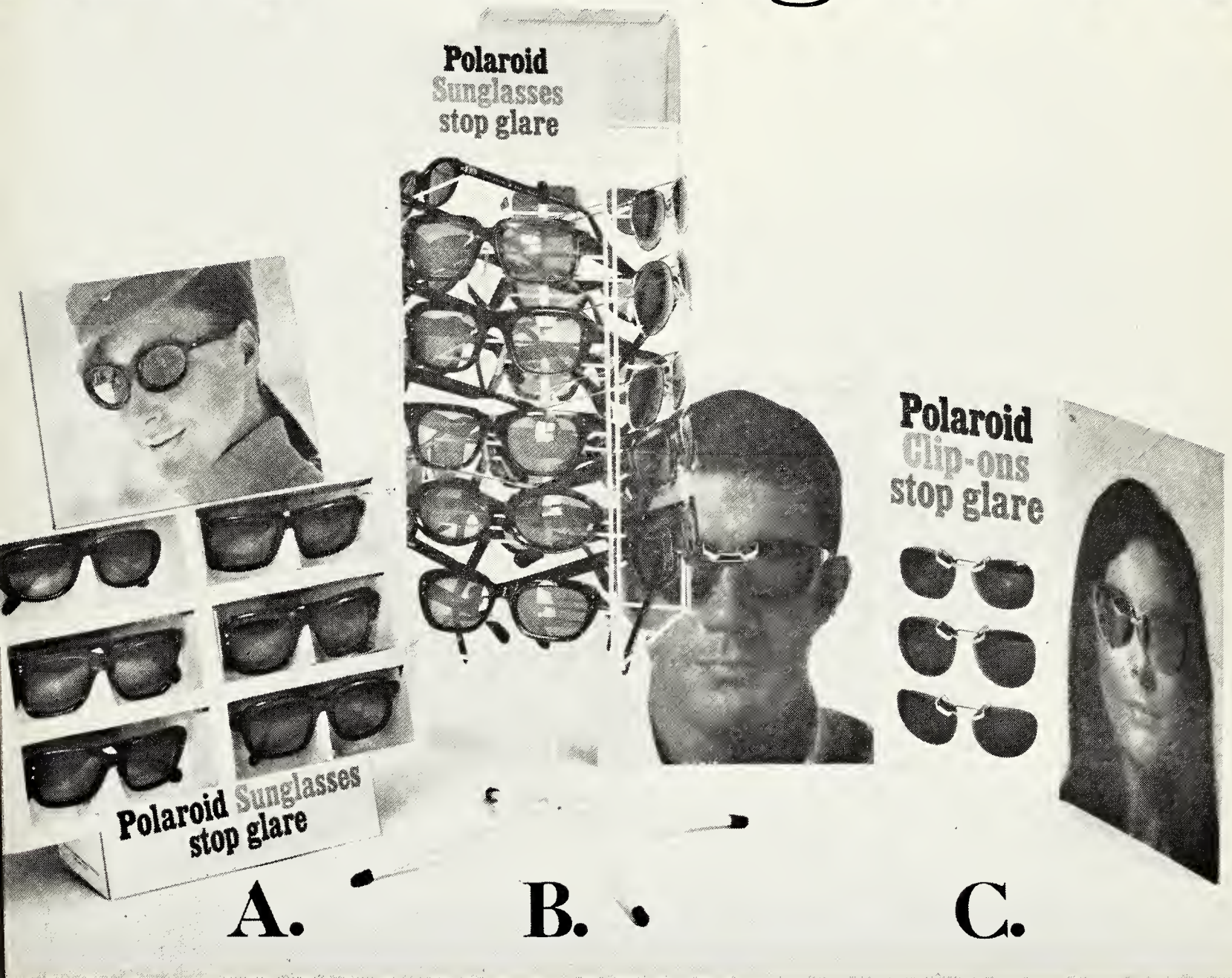
The retail cost is £16.11.6, and at our suggested selling price you'll make a profit of £8.4.4.

**Package B** is a little grander. A 20-model rotating display stand is supplied free with 48 Polaroid sunglasses.

The retail cost is £72.18.8, and again at our suggested selling price you'll run up a profit of



# How you sell your Polaroid sunglasses.



36.3.6.  
**Package C** is for clip-ons. A new all-colour showcard is given free with 18 of our best-selling clip-ons. The retail cost is £19.74, and if you sell at our suggested price you'll make £9.11.10. Your wholesaler will be able to give you the model numbers in each package. You'll find they're good selling items.

Of course, if you want to order your sunglasses in the more traditional way, he'll be happy to help there, too.

But we hope you'll try one, or more, of the package deals this year.

We've designed them to sell a lot of sunglasses.

And isn't that what you want, too?

## Polaroid sunglasses.



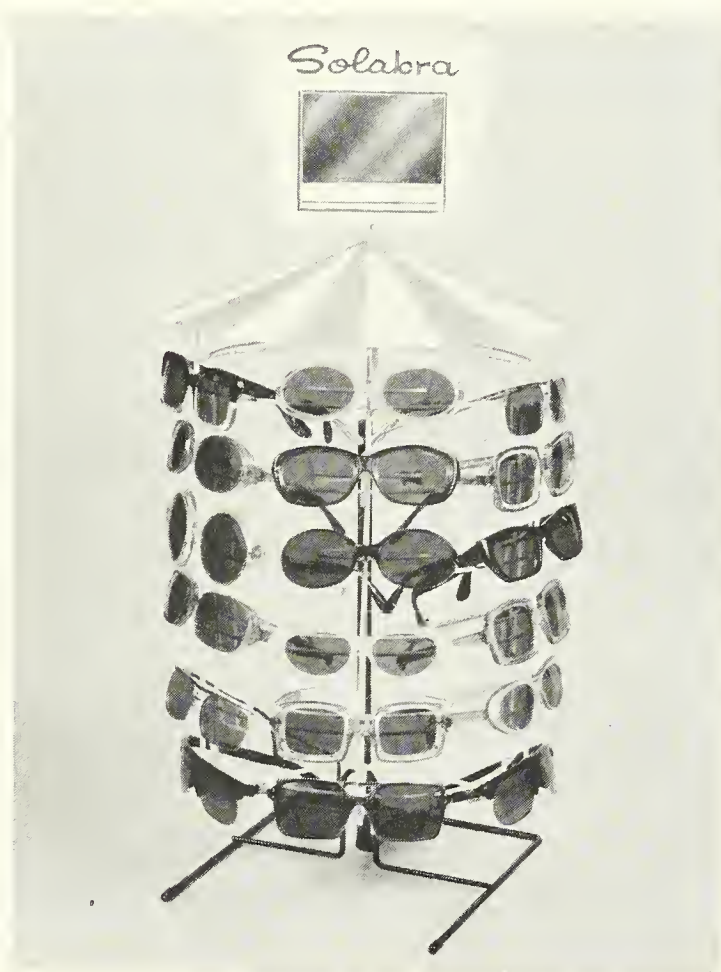
# The 'SOLABRA'

**SUNGLASS RANGE 1969**

*The latest  
in sunglass  
merchandising*

## **THE SOLABRA "S200" UNIT**

A selection of 6 dozen ladies' and men's assorted sunglasses in modern and classic designs. This assortment covers a price range retailing from 5/- to 18/6d. An attractive counter revolving display stand is supplied FREE with each unit of 6 dozen sunglasses.



ASK YOUR WHOLESALER FOR DETAILS

## **L. BRAUN LTD.**

64 - 68 WHITECROSS STREET, LONDON, E.C.1.



## **THE SOLABRA "S700" POLARISED LENS UNIT**

An attractive assortment of 4 dozen sunglasses with POLARISED lenses in stylish frames retailing from 24/6d. to 31/6d. A Gilt counter display stand with mirror is supplied FREE with the four dozen assorted pack.

**ORDER NOW**

Telephone 01-606 3133





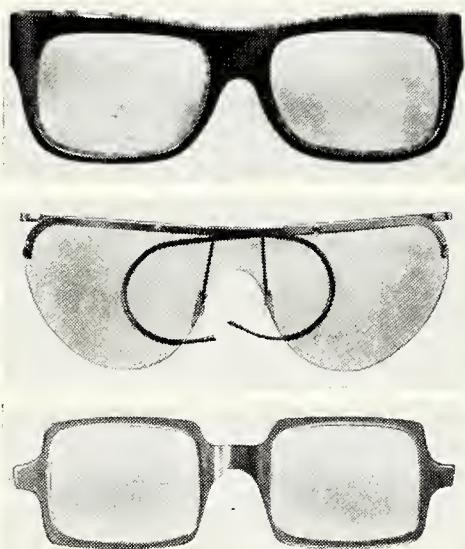
From Grafton Optical's Silhouette range; left, model 618, centre, model 658, right, model 620.

Orma optically worked plastic lenses, one of them (model 670, 105s.) being available with polarising lenses. The two remaining models, the Turbine and the Tornado (each 136s. 6d.) have highly optically worked glass lenses. Prices for the plastic-lens models are from 90s. to 140s. Among examples new for 1969 is the almost-round lens model 618 (115s.) available in dark shell, strato-silver or blue/crystal, with appropriately coloured lenses (smoke, lilac, cruise-blue respectively). Another large lens, again with fashionable narrow rims, is provided by model 619 (120s.) available in shell, cardinal or strato-silver on crystal frames having a triple bridge. A model of unusual design is the new 620 (130s.) which carries a stylish metal rim forward of, and around, the plastic frame holding the lenses. Basic frame colours are turquoise, metallic brown and blue/crystal. A contrasting design is the squarer look of model 658. Itself added to the collection for 1969, it has rhodium-plated metal frame and smoke lenses (140s.).

#### EVER READY PLASTICS CO., LTD.

Romside Trading Estate, Chesham Close, Cedar Road, Romford, Essex

FOURTEEN models make up the 1969 Slimline range of polarised sunglasses. New is the ERP 1 Sportsman (47s. 6d.), suitable for all sports including ski-ing, and having the two lenses continuous across the bridge. Frame is of nickel silver and the arms have curl ends. Another introduction is the ERP 14 in black plastic with full wrap round (47s. 6d.). For ladies, the frame of ERP 13 (45s.) has



Three models from Ever Ready Plastics. Top is model ERP14, centre model ERP 1, and bottom model ERP 6.

cut-away corners and is offered in black, metallic blue or metallic cherry plastic. Retained from the 1968 range are the "library frame" sunglasses ERP 9 (ladies') and ERP 10 (men's) both in black plastic and selling at 25s. Also the distinctive "TV look" frame, ERP 6, in pearly gold or



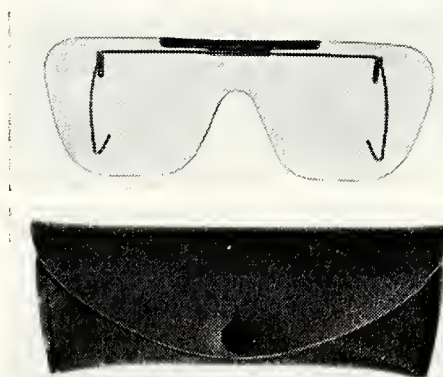
From the Zeiss range of Highgate Optical (left to right) models 1021, 1711 and 2602.

silver, at 48s. Three clip-on frames are offered—ERP 3 ladies' at 25s. ERP 4 men's at 26s. and ERP 5 "flip-up" at 30s., all models gold-plated. Each spectacle in the range is supplied with a leatherette pocket case. A full repair service is offered by the manufacturers.

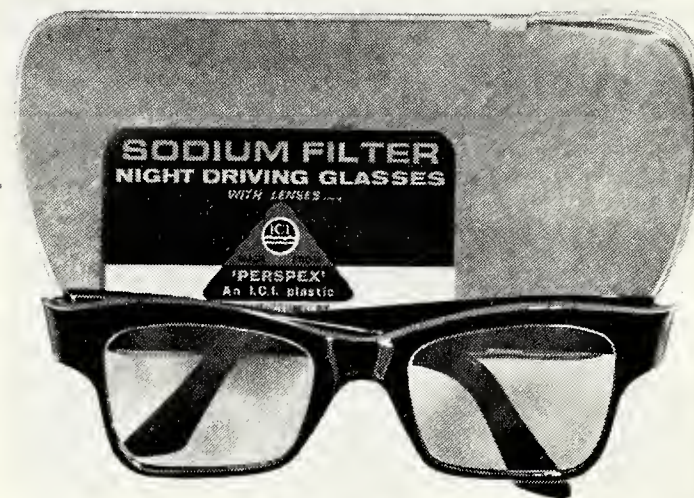
#### DENNIS SEARLE

626 Brighton Road, South Croydon, Surrey

INCLUDED in the 1968 range of Dennis Searle are two lift-up models, one (no. 6) with frame, the other in a clip-on style. Both have plastic polarising lenses and each sells at 25s. A full frame model (no. 8) also with plastic polar-



Left: Searle's lift-up, clip-on model and case.



Below: Night driving glasses with Perspex lenses by Dennis Searle.

ising lenses, is priced at 16s. 6d. Exclusive to Mr. Searle is the application of the Perspex trade mark to the night driving glasses he produces. The yellow-tinted glasses have a frame of similar design to no. 8 and are priced at 10s. All models are supplied in slip-in case.

#### HIGHGATE OPTICAL MANUFACTURING CO.

184 Great Portland Street, London, W.1.

HAVING been first to introduce the Zeiss deep 9 base optically curved lens in their 1968 Zeiss Umbral-Metzler



international sunglass range, Highgate Optical are this year claiming to lead the field with a 7.5 base lens in four of their models. [A 7.5 means that the curve is 7.5mm deep at its deepest point.] The new base is expected to prove a big seller and a popular compromise between the standard 5 base and the "wrap around" 9 base. The 1969 range comprises eleven ladies' and ten men's models in plastic; seven all-gold-filled model frames; gold-filled clip-overs in three eye sizes; and the model 2602 gold-filled-plastic combination frame (198s. 9d.). Other models illustrated are 1711 (172s. 6d.) with gold-filled frame and in tortoiseshell plastic, 1021 (150s.).



Three Peter & Richards models. Left is model 175; centre, 474/803; right, M937

### PETER & RICHARD (LONDON), LTD.

275 Cricklewood Broadway, London, N.W.2.

A WIDE variety of exclusive models make up the company's 1969 collection. At the lower end of the price scale are ladies' frames with contemporary lens shapes — oval in SN 30P (3s. 11d.), round eye in SN 37P (5s.), and the appropriately named cat's eye style in SN 52P (5s.). For distinctive wear, model M 937 (7s. 11d.) comes with blue basic frame, its lenses rimmed with white petals. Narrow frames are to be found on models 485/012 (10s. 6d.) in black, and the round-eye-shaped models 474/803 (17s. 6d.)

Narrow rims on model 485/012



Elegant metal frame in model 022

and 5520 (20s.). Model 474/803 is offered in six assorted frame colours with lenses to match, while model 5520 is of the latest French design in crystal, blue or turquoise frame. An elegant metal frame model is no. 022 (36s.) in gilt or nickel, and the upswept oval line is present also in shell frame in model 175 (18s.). Men are not forgotten, prices for male sunglasses ranging from 3s. 11d. for a "panoramic" sunglass. Another popular-priced model is SN 31 (6s. 6d.) in black with glass lens. Metal-framed models are represented by stylish model 015 (35s.) in chrome or gilt. A kiddies' sunglass, SN 32L, retails at 2s. 11d. and comes in blue, orange, pink or yellow.

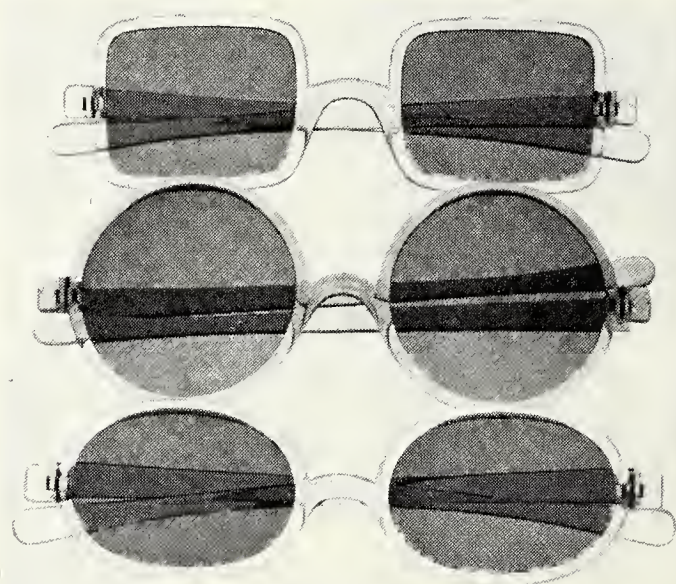
### HENRY WEINBERGER, LTD.

Britannia House, Drayton Park, London, N.5.

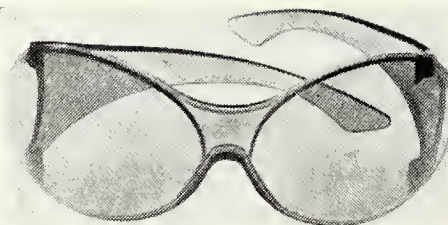
"BETTER value and design" is the keynote of the company's Olive sunglass range for 1969. Prices range from 2s. 6d. to 29s. 6d., with the emphasis on popular retail price levels between 3s. 11d. and 10s. 6d. "With-it" top models in the fashion of tomorrow are offered alongside designs in timeless classical shapes. Two "space age" styles, the Spacial and the Lunar, as worn by cinema and television stars, are expected to be top sellers at 5s. 11d. Circular shapes continue to dominate the fashion, and the Olive range contains seven such items in a variety of sizes

ranging in diameter from 2 in. to 3 in., prices from 1s. 6d. for a children's glass to 29s. 6d. for "high fashion" ladies' model from France. Colours are in the new season's shades in both solid and transparent frames. There is also a choice of lens tints, including the now fashionable light smoke, and hue of blue. The strong trend towards steel has not been overlooked, and a large variety of models are offered in that finish, as well as in demi blonde. The Neophan anti-glare glasses have proved a great success, say Messrs. Weinberger. Neophan lenses not only protect against glare and absorb ultra-violet rays, but the rare earth oxides they contain increase colour fidelity and contrast and the result-

ant improved vision relaxes the eyes. They are therefore ideal for driving—counteracting fatigue—and they are free from the windscreen striation effect of some polarised glasses. An elegant ladies' model and a distinctive mens'



Above: Three popular priced Olive models at 3s. 11d. Left: "Space-age" Lunar with "top seller" prospects



Olive model 4783 for men (7s. 11d.). In shell or black

sun glass, both retailing at 27s. 6d., have been added to the range. They are available in a choice of golden green Neophan lenses with 50 per cent. absorption, or blue/grey Neophan lenses with 75 per cent. absorption.



# SOLNOVA SUNGLASSES



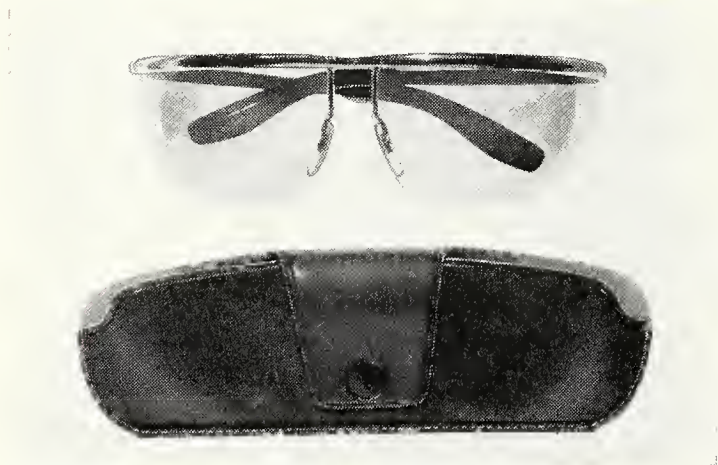
Solnova brings you sunglasses which sell themselves. Top fashion styles sell to the with-it, fashion leaders, in four unique new colours. The right price for top grade sunglasses ensures sales all round the year to an all round clientele. Each Solnova design has a unique combination for 1969 – ELEGANCE AND FASHION 'KNOW HOW' – These designs are exclusive to Solnova. These Sunglasses all retail at the same price and are sold on exclusive agency only. Write or phone for brochure and details to: **Julian Jablon Limited. (Exclusive Distributor).** 64, George Street, London. W.1. 01-935 2739.



# SHERLOCK BROS.

357 City Road, London, E.C.1.

WHAT is claimed the largest range of polarised-lens sunglasses from any source is that offered by Sherlock Bros. It comprises over ninety patterns. Costs to the retailer range from 15s. 9d. (with models to choose) to 48s. 2d. All are supplied with a grey vinyl case (attracting three-pence purchase tax on each). The wide selection includes models with metal and plastic frames, rimmed and rimless, "fashion" and conventional models. Two types illustrated are SP 330 (38s. 2d. to retailer), a wrap-round rhodium or gold-plated model, and SP 175 (29s. 10d. to



Above is the wrap-round polarised model SP330, shown here with its special case. Left are models SH232 (gold-plated metal frame) and SP175 (in fashionable shell)

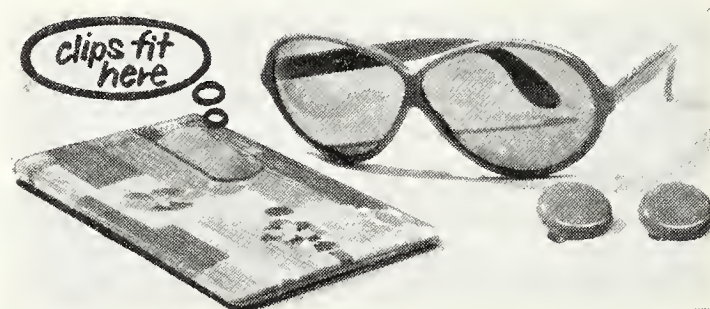
retailer), a fashionable model in thick shell-coloured frame. Three clipovers (15s. each) and three "flip clips" (19s. 8d. each) are included in the polarised range. Messrs. Sherlock list an equally wide variety of standard sunglasses (both ranges under the MOT label), at trade prices from 46s. to 200s. a doz. The large circular lenses of model SH 232 illustrated (180s. per doz.) are in gold-plated metal frame. Special models include four with "cat's eye" lenses (92s. per doz.) designed to cut out glare leaving vision clear. Six models are offered with Flexi-spring sides (84s. doz. to 108s. doz.). Messrs. Sherlock offer for a total cost of £60 7s. 2d. a counter stand with a standard assortment of glasses, including two of each pattern shown in their list. A double-size floor stand contains either two standard assortments or one each of standard and polarised. A small display box of eight assorted patterns, with six-base lens, is available at £6 2s. 8d.

# LESSAR BROTHERS, LTD.

Lesbro Works, Hylton Street, Birmingham, 18.

ELEGANCE is the keynote of the company's 1969 Solarite range, which includes a number of unique designs. In the "men only?" series (the question mark denotes an obvious dual-purpose for some patterns), there are styles described as "suave," "masculine," "dignified" and "commanding." An example is model F 50 (35s.) which is light in weight, and with double-bridge safari line and non-distorting plastic

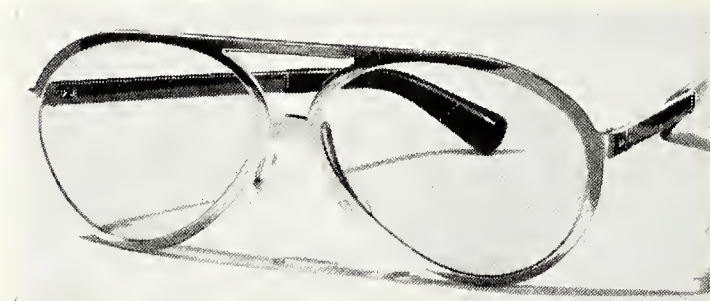
lenses. A collection of five models is fitted with Zeiss Umbral lenses (prices 75s. to 135s.). Unique as a fashion ensemble is model B36 (32s. 6d.), which comes with matching ear clips and floral case with spring end closure. Colours are demi-shell, pale green, yellow and warm



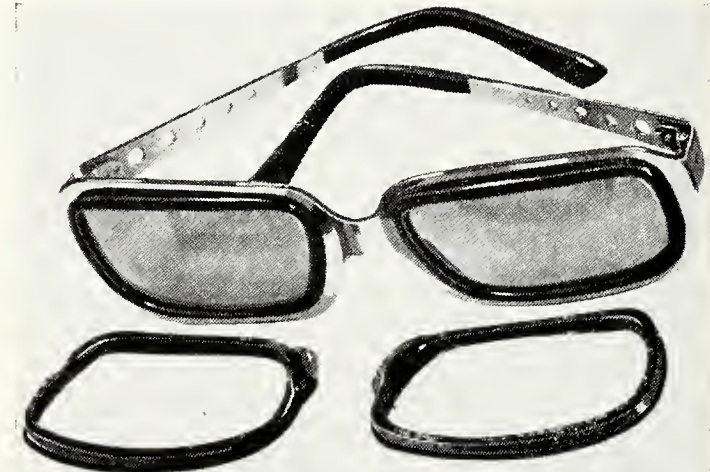
Model B36



Model B28 with "go faster" arms



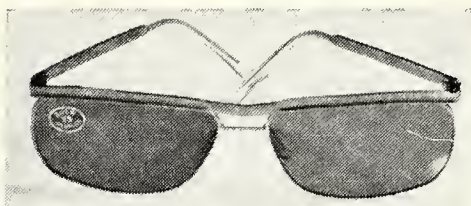
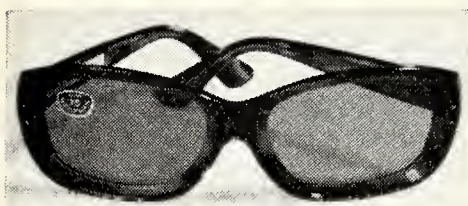
Safari line in model F50



Sophisticated Top Gear interchangeable

orange. A round-eye model, B 28 (33s. 6d.), has the unusual feature that the side arms are pierced with "go faster" holes, the frame being of metal with plastic eye rims; colours: gold with brunal lenses; nickel with smoke and pale blue lenses. The "go faster" feature is repeated in the combination Top Gear interchangeable sunglass-night driving spectacles (45s.), which are supplied complete with two sets of Plano safety lenses and case. A special display unit is available. In addition, Messrs. Lessar offer a range of eleven polarising sunglasses under the Pol-rama label. Prices are from 24s. 6d. to 63s. A wide assortment of sunglass cases is available, most of which can be overprinted with customers' names and addresses, etc., if required.



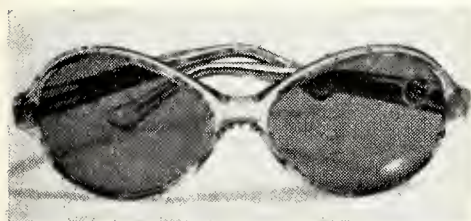


THREE TITCOMB FASHIONS: Left to right, models 8098, 8102 and 3067

## TITCOMB FASHION SUNGLASSES

24 Hurn Road, Christchurch, Hants, BH23 2RN

A COMPREHENSIVE selection of around ninety exclusive models from one shilling (2001, children's) to 45s. is offered in 1969. Specially worth mentioning are the models carrying Neophan 75 per cent. absorption lenses, which proved so popular during the 1968 season. This year new models have been added to the range and larger stocks are available to meet repeat orders. Their advantage is that, whereas most sunglass lenses decrease colour contrast, Neophan lenses actually accentuate colours. Nor do they produce "windscreen mottle" effect with the result that they are particularly useful for car drivers. The Neo-



Model 6064 in assorted transparent frame colours

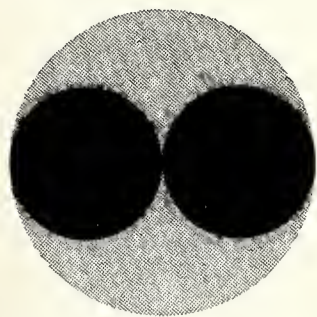
phan range starts at 25s. Illustrated are models 8098 (27s. 6d.) in black or shell and 8102 (45s.) in gilt. An example of the fashionable round-lens models in the range is no. 3067 (17s. 6d.) available in shell, with Euroglass

lenses. Model 6064 (15s. 6d.), another from the middle-price range comes in assorted transparent colours — crystal, blue, pink and green. Three polarised, anti-scratch glass-lens models (4091, 4092 and 4093), each 29s. 6d., are provided with luxury Arlan cushion case with spring closure. They come in point-of-sale display merchandiser or with a showcard. An ideal pick-up line is the same Arlan case (4s. 11d.) in 2-doz. counter merchandiser. The case is available in camel or black, has the spring closure, and accepts most sizes and shapes of sunglasses (see p. 22).

## HOLBORN OPTICAL CO., LTD.

49 Dalmain Road, London, S.E.23.

THE 1969 collection includes six plastic-frame models with Holborn polarising plastic lenses claimed virtually to eliminate all reflected glare and to absorb more than 85 per cent. of ultra-violet light. Two models for men are quadra eye shaped H 113 in black, white or mottle, and contour eye-shaped (H 515), in black and sherry. Ladies' models include H 803 in butterfly eye shape in black and mink, and H 804 and H 806 each with shallow quadra eye shape. All polarised models are 33s. 4d. to the retailer. Three clip-on models each have differently styled lenses. (17s. 6d.) Holborn also offer a number of gold-filled sunglasses. Little Me (30s. trade) has an oblong eye shape with curl sides. Four other models offer a choice of round, oval



# TITCOMB FASHION SUNGLASSES 1969

**Over 100 models. Send now for fully illustrated brochure and select direct from your specialist importer.**

**WE DO NOT KNOW** how to advertise our exclusive range because of the very wide choice.

**WE DO KNOW** how to offer good value and how to give good service.

**WE SUGGEST** that completion of the attached request will promote better profits for you and provide a better selection for your customers.

TITCOMB FASHION SUNGLASSES  
24 Hurn Road, Christchurch. Tel: Christchurch 3252

TITCOMB FASHION SUNGLASSES

24 Hurn Road, Christchurch, Hants.

Tel: Christchurch 3252 (S.T.D. 020 15 3252)

An illustrated sunglass brochure is requested by:-

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_



or octagonal eye with hockey-end sides and pad bridge. All gold-filled sunglasses may be fitted with either smoke, green, brown or blue tint glass lenses. Purchase tax is payable extra on cases (approximately seven-pence on polarised models; three halfpence on clip-ons).

#### JULIAN JABLON

64 George Street, London, W.1.

ANY chemist who may be looking for a range of sunglasses that is really different in design, and of top quality — yet still in the popular price range — should be well



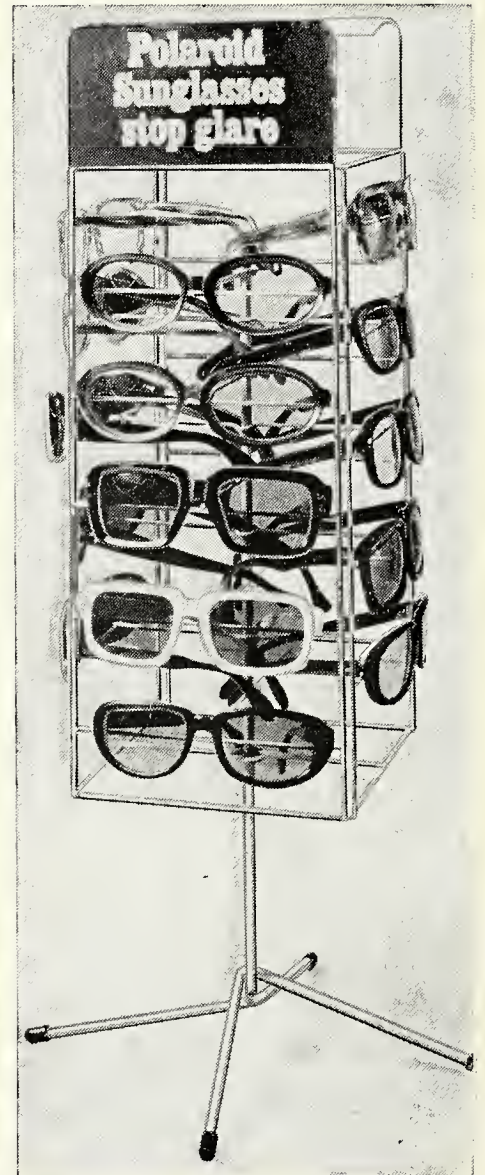
"Kings Road Queen" model 74 by Julian Jablon in all eight shades of the range



"His" and "Hers" Jet Set models 92 in Avana, Estate, Autunno and deep navy blue

suited by the Solnova collection, distributed exclusively by Julian Jablon. A test marketing in 1968 produced a "more than exciting" reaction from suppliers, and this year the range of twenty-six models in eight new shades is offered to selected chemists and stores only. All models are priced at 32s. 6d., and most may be worn by both men and women. Each design combines elegance and fashion with appeal to all age groups. Frame colours include four said to be "first ever" — Primavera (a clear mottled green and wine), Inverno (a clear deep opal blue), Estate (a clear mottled wine and deep opal blue giving an attractive iridescent fashion mauve), and Autunno (a clear mottled green and brown). Considerable interest in the range should be created by national advertising that is now beginning for the Ford Motor Company's Capri car, for the Solnova Capri model has been chosen to be worn by the girl in all advertisements for the car, and the necessary sunglasses are being sent to Ford distributors. Aim of the makers with the 1969 range is to provide top-grade sunglasses at the right price to ensure sales all the year round to an "all round" *clientèle*.

## STANDS FOR DISPLAYING SUNGLASSES



One of several stands for the Olive range of Henry Weinberger, display 1050 shows 12 glasses and fixes to self-service fixtures and shelves. Free with 6-doz. sunglasses 3s. 6d. to 5s. 11d. Polaroid (U.K.), Ltd., have developed three display packages to make ordering easier. Shown is package B holding twenty models and supplied free with forty-eight Polaroid sunglasses



# POLARIZED SUNGLASSES 1969

*(Recommended by the Optical Profession)*



## THE FINEST ANTI-GLARE GLASSES IN THE WORLD

- \* No distortion of colours
- \* Polarized lenses sharpen the image by cutting out glare and haze surrounding the object
- \* Each pair leather-cased and individually boxed
- \* Special hard coated lenses, scratch resistant
- \* Because of anti-glare properties they eliminate eye strain
- \* Aids fishermen as Polarized glasses enable anglers to see through water
- \* Excellent Repair Service available
- \* Catalogue showing full range sent on request

*Order from usual Wholesaler*

## EVER READY PLASTICS CO LTD

Romside Trading Estate, Chesham Close, Romford, Essex

Telephone: Romford 64191-2-3

## BY SLIMLINE

ERP.5.  
Flip-up, Clip-on,  
Gold plated.  
£1. 10. 0d.  
(Patent applied  
for)



ERP.1.  
Sportsman. Suit-  
able for all sports  
including ski-ing.  
Nickel silver frame  
£2. 7. 6d.



ERP.12.  
Gent's tortoise-  
shell frame to  
optical standards.  
£2. 2. 6d.



ERP.6  
T.V. look. Gold  
and Silver plastic.  
£2. 8. 0d.



ERP.8.  
Gent's plastic.  
Available in Black  
£1. 7. 6d.  
Colours 2s. 0d.  
extra.

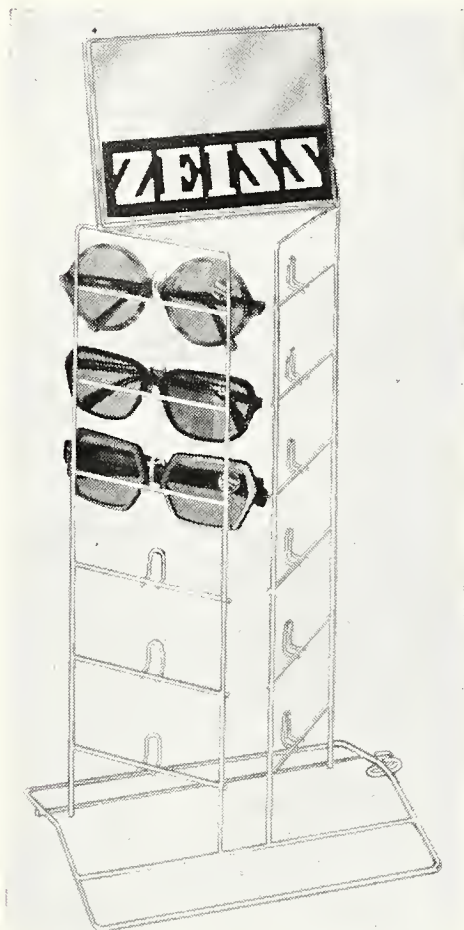


ERP.14.  
Plastic full wrap  
around.  
£2. 7. 6d.



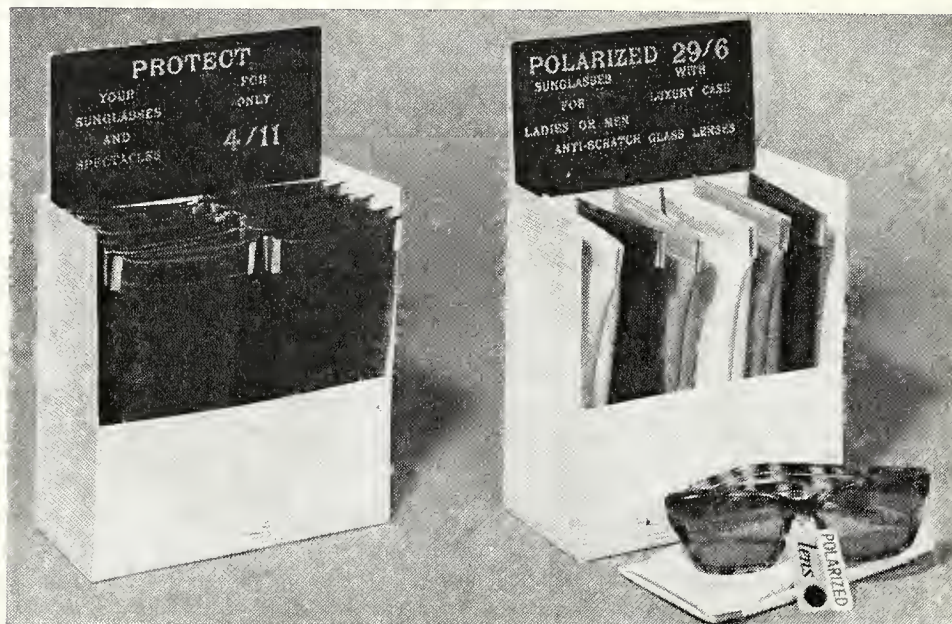
**BACK BRITAIN — BUY BRITISH!**



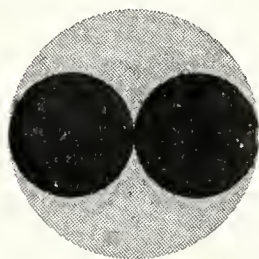


Wire stand with mirror for the Zeiss Ikon range distributed by Degenhardt & Co., Ltd.

## SELLING THE CASE WITH THE SUNGLASS



Titcomb Fashion Sunglasses have available the ideal "companion" line for sunglasses (and spectacles) in their 4s. 11d. Protect cases (left). They take most sizes and shapes, have spring closure, and come in camel or black. In merchandiser for point-of-sale display. On the right, Titcomb polarised models, selling at 29s. 6d. complete with case, are tempting buys in their display merchandiser.



## A TITCOMB FASHION SUNGLASS EXCLUSIVE !

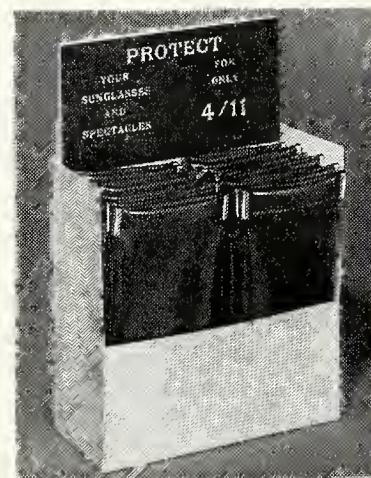
The "luxury" sunglass case in ARLAN which sells to spectacle users all the year round. Recommended Price 4/11d.

Our polarised sunglass models 4091 and 4093 in Black, and 4092 in Shell, are supplied complete with this case. Recommended Price 29/6d.

Available in two dozen merchandiser packs post paid direct from :

**TITCOMB FASHION SUNGLASSES** 24 Hurn Road., Christchurch, Hants.

Telephone: Christchurch 3252



## INDEX TO ADVERTISERS

Braun, L., Ltd. ....	14
Corre, A., & Son, Ltd. ....	Front Cover
Degenhardt & Co., Ltd. ....	23
Ever Ready Plastics Co., Ltd. ....	21
Jablon, Julian, Ltd. ....	17
Lessar Brothers, Ltd ....	11

Peter & Richard (London), Ltd. ....	8, 9
Polaroid (U.K.), Ltd. ....	12, 13
Sherlock Bros. ....	6
Titcomb, W. H. ....	19, 22
Weinberger, Henry, Ltd. ....	24
Whitecross Optical Co. ....	2



# 1969 Zeiss Umbral Sunglasses

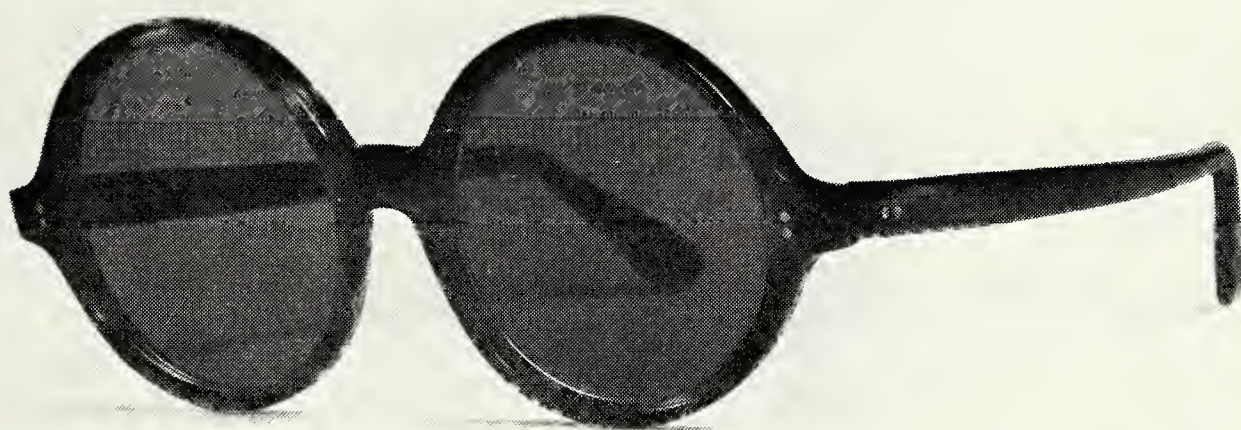
Heavier advertising this year than ever, with full colour pages in glossy magazines, plus national newspapers, motoring and sporting press. Campaign starts March. Stock up now!

Degenhardt & Co. Ltd.,  
Carl Zeiss House, 31/36 Foley St.,  
London, W1P 8AP.  
01-636 8050 (15 lines).

New 12 page fully illustrated  
colour catalogue now available.

**D**egenhardt

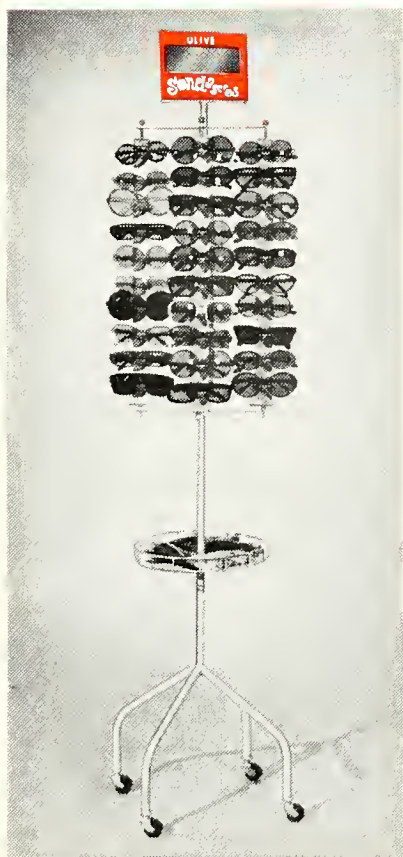
## New 12 page fully illustrated colour catalogue now available





# QUALITY SUNGLASSES AT POPULAR PRICES

## OLIVE SUNGLASSES 1969



### DISPLAY UNITS ▲

Handsome Revolving Floor Stand on silent castors with individual rotating pillars which display 80 Sunglasses FREE with either of the following selections:

#### POPULAR ASSORTMENT 1053

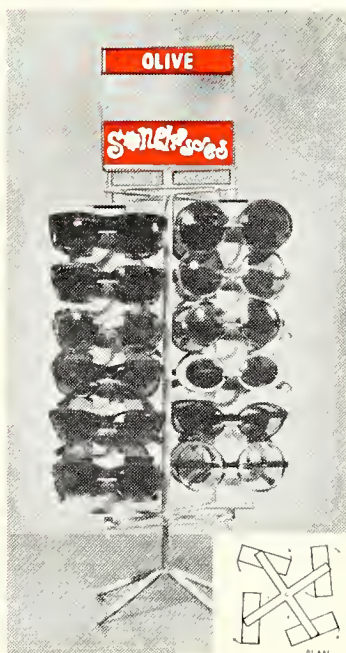
25 dozen Sunglasses, Clip-Overs and Spectacle Cases retailing from 1/6d. to 10/6d.

**TRADE PRICE** £49. 10. 10  
**PROFIT** £24. 15. 6

#### CLASSIC ASSORTMENT 1054

15 dozen Sunglasses retailing from 5/-d. to 15/-d. each, 2 dozen Clip-Overs and 2 dozen Sunglass Cases.

**TRADE PRICE** £55. 9. 4  
**PROFIT** £27. 15. 0



### ◀ DISPLAY 1052

Revolving Counter Stand with 4 independently revolving plastic pillars displaying 48 Sunglasses FREE with assortment of 8 dozen Sunglasses retailing from 5/-d. to 15/-d. each.

**TRADE PRICE** £29. 14. 8  
**PROFIT** £14. 17. 4

Other Revolving Counter Stands available from £17.17.4

# Send Now

for comprehensive colour Brochure, Price List and Order Form to:

## HENRY WEINBERGER LIMITED

BRITANNIA HOUSE  
DRAYTON PARK . LONDON N.5.  
Telephone: 01-226 4455